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**Job Title:** Assistant Director of Outreach

**Department:** Office of Admissions and Outreach

**Reports to:** Assistant Vice President, Admissions

## About Palo Alto University

Palo Alto University (PAU) is a private, non-profit educational institution accredited by the Western Association of Schools and Colleges. PAU is dedicated to education with an emphasis in the behavioral and social sciences; to promoting future innovators and leaders for the benefit of society; to generating knowledge through research and scholarship of the highest level; and to providing services to the community informed by science and scholarship. The institution currently is home to approximately 90 undergraduate students, and 1,200 masters and doctoral students. PAU is considered an industry leader in doctoral psychology education, and is home to several “all-star” psychology researchers and educators.

## About the Office of Admissions and Outreach

The Office of Admissions and Outreach manages a comprehensive outreach, recruitment and admissions program for all PAU degree programs, including the PhD, PsyD, MA in Counseling, MS in Psychology and two Bachelor’s degree-completion programs. Admissions and Outreach team members aim to be both professional and approachable, and maintain the highest standards for access, equity and transparency in all aspects of our work. The Office of Admissions and Outreach recognizes that students can take many paths to PAU, and seeks to recruit and enroll those students who would thrive in our programs, regardless of background.

## Job Summary

Under the direction of the Assistant Vice President for Admissions, the Assistant Director of Outreach is responsible for the recruitment of undergraduate transfer students into PAU’s two bachelor’s degree completion programs. The Assistant Director works closely with the Admissions Counselor team to advise and support prospective students through the admissions process, including advising students on course selection at their current institutions. The Assistant Director regularly attends and hosts recruitment events, such as transfer fairs and open houses, but also spends significant time building relationships with community college counselors, faculty and transfer centers. The Assistant Director will also assist with recruitment of masters and doctoral candidates, as needed.

The Assistant Director of Recruitment will become a subject matter expert in undergraduate admissions, both at PAU and in the greater Bay Area, seeking to assist the University in meeting enrollment goals in an ethical manner focused on fit and student wellbeing. As often the first, and primary, representative of PAU to prospective students, the person in the role is expected to be responsive, professional and warmly supportive.

## Essential Functions

* Ensure the confidentiality of student records in compliance with the Family Educational Rights and Privacy Act (FERPA).
* Engage with regional and national professional organizations, as appropriate.
* Robust use of EMP in tracking events and inquiries.
* In collaboration with the Director of Outreach, create and manage the yearly recruitment and outreach calendar for undergraduate programs.
* With the Director of Outreach, create yearly, comprehensive recruitment summaries and analysis for undergraduate programs.
* Engage current students and alumni in outreach and recruitment events, as appropriate.
* Schedule, plan and host undergraduate recruiting events online, on-campus, and within the community.
* Represent PAU at targeted recruiting events for undergraduate programs students throughout the region.
* Attend transfer fairs and other transfer student events.
* Foster relationships with community college administration and faculty to encourage advising of students to consider PAU.
* Work closely with transfer centers to provide prospective student counseling.
* Collaborate closely with the Admissions Counselors to nurture applicants and respond to applicant needs.
* Foster relationships with prospective students and provide excellent customer service via in-person meetings, email, phone and Zoom.
* Assist students, in a counseling capacity, to assess their fit for the institution and for the range of programs available
* Assist the team in admissions reporting and forecasting by providing insight into the pipeline.
* Ensure excellent quality control within the admissions process, including keeping careful notes regarding communications with, and about, students.
* Participate in training and professional development.
* Other duties as assigned.

## Our Ideal Candidate

* We seek someone who loves to engage with others and is a natural relationship-builder.
* Is mature, yet accessible. PAU undergraduates are wonderfully diverse. We seek someone who can build rapport with both younger students who may have recently graduated from high school, and post-traditional students who may be returning to school after several years away.
* Is great with follow up.
* Is a thoughtful communicator. Admissions staff must be careful to not make promises about admissions decisions, or imply guarantees.
* Is excited about possible partnerships and sees opportunities for collaboration.
* Is highly organized and able to prioritize.
* Is comfortable with a high level of autonomy and being out of the office a majority of their work hours; can be responsive to prospective students and to the Admissions team while doing so.
* Can be helpfully persistent, without being annoying, while reaching out to students or community colleges.
* Seeks to balance the needs of the University with those of the department and of prospective students. Understands this is not always possible.
* Sees students as the focal point of the admissions process, and enjoys building relationships one at a time.
* Is experienced with transfer admissions, and understands the unique needs of post-traditional students.
* Understands the value in maintaining relationships with current students as a means to produce brand ambassadors, and to build a pipeline to masters and doctoral programs.
* Is eager to ask questions and learn.
* Is comfortable working with faculty and campus leadership.
* Is comfortable with occasional ambiguity and the occasional need to be patient while solutions are explored or implemented.
* Seeks input from multiple perspectives before making proposals or decisions.
* Is passionate about higher education and sees the value of small colleges and universities.
* Is a consummate team player, willing to pitch-in when necessary.
* Is looking to grow professionally.
* Is personable, ethical and adaptable.

## Qualifications

* Bachelor’s degree.
* Strong time management and prioritization skills.
* Excellent interpersonal and relationship-building skills.
* At least four years’ experience in college or university admissions, with direct experience recruiting prospective students.
* Comfort with technology.
* Strong event planning and management skills.
* Strong communication skills, especially in counseling and advising.
* Qualified individuals should be able to articulate a strong commitment to diversity, and have the ability to work effectively with individuals from different backgrounds.
* Excellent attendance and punctuality, collegial and diplomatic behavior at work, and work performance to the satisfaction of management are essential functions of the position.

## Preferred Qualifications

* Experience with an admissions CRM.
* Experience recruiting transfer and/or post-traditional students.
* Experience working with community colleges.
* Experience creating and executing a comprehensive recruitment and outreach plan.
* Familiarity with smaller colleges and universities, and experience with degree-completion programs.

## Hiring Information

Due to the nature of this position, much of the work of the Assistant Director will be off-campus, and may occur on weekends or after regular work hours. This role will require significant time travelling regionally, and occasionally outside of California when assisting with masters and doctoral recruitment.

After a successful probationary period, this role will likely also allow for regular remote/telecommuting hours. This person in this role will need to be on the Palo Alto campus regularly, however, so an entirely remote position is not possible.

This full-time, 40-hour [er week position will be based in Palo Alto. Review of applications will begin immediately and continue until position is filled.

Interested candidates should submit a letter of interest and resume [online](https://paloaltou.co1.qualtrics.com/jfe/form/SV_1KSYpzvF7G70qoJ). Applications will only be accepted online.

*PAU is an equal opportunity employer/Affirmative Action Employer and actively works to enhance its diversity.*