

Director of Enrollment & Marketing

Summary:

The Director for Enrollment & Marketing at RIT Dubai is responsible for developing and implementing a comprehensive strategic enrollment growth management plan focused on students' recruitment, admissions, and retention consistent with the university's strategic goals; inclusive of full marketing plan to support achieving set targets.

The Director reports to the President and is a member of the seniors' Cabinet.

The main duties and responsibilities include:

1. Serve as an active member of the senior administrative team at the University, providing counsel on all aspects of enrollment management and marketing best practices / trends.
2. Provide strong advocacy for the goals and needs of the enrollment division and working collaboratively with colleagues to set direction and establish priorities for RIT Dubai.
3. Ensure that RIT Dubai complies with local and NY regulations related to enrollment and admissions criteria and functions.
4. Coordinate closely with units in the main campus to align operations and processes.
5. Build a solid enrollment management division, and create a supportive and collaborative environment focusing on department's success and staff's professional development.
6. Develop a data-driven strategic plan to accomplish targeted enrollment growth at RIT Dubai, including specific action plans and goals for recruitment, admission, financial aid, scholarship and retention.
7. Develop and implement a comprehensive marketing strategy with detailed annual plans to achieve both raising awareness of RIT Dubai and significantly increasing enrollment numbers for all under & postgraduate programs as per set targets.
8. Integrate graduate students, international students and distance learners into the Strategic Enrollment Management plan and collaborate closely with the offices responsible for the enrollment of these students.
9. Serve as the retention director of the university, overseeing and coordinating retention initiatives and working closely with faculty, academic staff and departments heads to develop a student centered focus that will improve retention and student success.
10. Engage faculty, staff, senior leadership, alumni and students in the recruitment process.
11. Continuously overlook and be closely involved in the daily operations of the division; this includes meeting students and parents as well as providing information and solutions.
12. Perform any related tasks upon need / request.

Job Requirements:

- Bachelor's degree, Master's Degree is highly preferred
- Minimum of five (5) years of solid working experience in student recruitment or a similar field in higher education, including at least two (2) years in a leadership role.

- Strong knowledge of marketing best practices and trends in the higher education sector with hands on experience in designing and implementing comprehensive marketing plans
- Experience with credit hour education system, and using student information systems
- Proven ability to lead projects to a successful conclusion and experience of managing change.
- Advanced leadership and coaching skills
- Excellent customer service and problem solving skills
- Advanced communication and interpersonal skills
- Result oriented with focus on productivity (Quality and quantity of work)
- Ability to deal with various situations and difficult clients.
- Flexible, able to work in a fast-paced, high energy environment
- Fluent professional English language, Arabic language is a plus

APPLICATION PROCEDURE:

Please email your application to careersdubai@rit.edu and include the following items in your application:

- Subject line must include the source, your name and position you are applying for;
(Mr. John Smith – Executive Director for Enrollment Management)
- Cover letter detailing your technical/professional, teaching, and scholarship qualifications and achievements
- Resume or curriculum vitae
- Contact information

Applications review will begin immediately and continue until a candidate is found. Only shortlisted candidates will be contacted. For more information please visit RIT Dubai website at www.dubai.rit.edu.