

Program Manager, Pima County Student Recruitment (Job Number: 72511BR)

Campus Location	Off-site: Pima County, focusing on the Tucson area
Department Name	Mary Lou Fulton Teachers College
Full-Time/Part-Time	Full-time
Grant Funded Position	This is not a grant-funded position and is not contingent on future grant funding
Salary	Depends on Experience
Close Date	October 22, 2021
Job Description	<p>The program manager will recruit students in Pima County for ASU’s Mary Lou Fulton Teachers College degree programs.</p> <p>MLFTC is offering its undergraduate teacher preparation programs to students regardless of where they reside in Arizona. In these statewide education programs, students complete all coursework remotely and professional experiences in person in schools in students’ local areas.</p> <p>Reporting to the director of student recruitment, the program manager will work in Pima County, focusing on the Tucson area, primarily working to recruit Pima County residents into MLFTC’s statewide education programs. While the recruiter will specialize in statewide education programs, he or she will operate with a strong working knowledge of all college degree programs, referring prospects to other programs when warranted.</p> <p>The program manager will generate leads among community college students, among paraeducators working in Pima County school districts and among people looking to switch careers. The program manager will build relationships with prospective students, maintaining communication and creating experiences designed to convert prospective students to applicants, applicants to admitted students, and admitted students to enrolled students.</p> <p>To meet prospecting goals, the successful candidate will be skilled at working independently across a broad range of internal and external stakeholders to identify strategic opportunities for student recruitment and lead generation. Key partners within the college will include faculty and staff on the marketing team, the professional experiences team and other teams.</p> <p>Key partners outside the college will include local community college faculty and administrators, K-12 administrators, community organizations and local government officials.</p> <p>To meet new student enrollment goals, the successful candidate will build affinity with prospective students, applicants and admits by presenting program benefits and addressing barriers to enrollment and interacting with prospects via telephone, email,</p>

	<p>in-person meetings and events. The successful candidate will effectively compare and contrast the value of the college’s programs to those of its competitors, be a persuasive public speaker and build trust.</p> <p>The person in this position needs to be able to advocate professionally for the field of education and for future of educators in Arizona and nationally.</p> <p>**Please note this position is based in Tucson, Arizona and cannot be performed remotely. Travel to other ASU campuses may be required on occasion.</p>
<p>Essential Duties</p>	<ul style="list-style-type: none"> • Recruit undergraduate students in Pima County, meeting goals for lead generation, application generation, and enrollment. • Independently identify new external stakeholders to build recruitment pipelines into MLFTC degree programs. • Travel within Pima County to meet personally with external stakeholders and groups of prospective students. • Design and recruit for events intended to influence prospective students, applicants, and admits to enroll in MLFTC programs, working effectively with other members of the recruitment/marketing team, faculty and others. Events will be unique, immersive experiences designed to communicate the college’s value and generate leads and applications. • Generate leads at events per departmental best practices and procedures. • Lead events and group presentations, both face-to-face and virtual. • Respond to inquiries per departmental best practices and procedures. • Explain MLFTC programs and benefits using a sales-minded approach to address barriers and increase prospect and applicant pools. • Meet application goals by building relationships with prospects and applicants, maintaining regular communication with the prospect pool through telephone communication and email with the intent to influence decisions to enroll, per departmental best practices and procedures. • Log phone, email, in-person meetings, and event outcomes in Salesforce per departmental best practices and procedures. • Monitor and report on progress toward meeting individual goals, making recommendations to director as needed to improve performance. • Work independently under indirect supervision, solving problems, and making strategic decisions. • Rapidly acquire knowledge of the college’s portfolio of degree programs and services including financial aid, communicating benefits to prospective students. • Rapidly develop an understanding of the college’s key initiatives, communicating their value to prospective students. • Provide interpretation of both university and college policies and procedures to prospective students and external stakeholders. • Embrace challenges and demonstrate ownership of individual goals with a positive attitude. • Deliver and receive constructive critical feedback with professionalism • Other duties as assigned.

Minimum Qualifications	Bachelor's degree in a related field AND five years administrative/coordination experience; OR, Master's degree in field appropriate to area of assignment AND three years administrative/coordination experience; OR Any equivalent combination of experience and/or education from which comparable knowledge, skills and abilities have been achieved
Desired Qualifications	<ul style="list-style-type: none"> • Ability to work and travel within the Tucson area and Pima County • Experience identifying prospective external stakeholders and initiating relationships with them, building external recruitment/sales pipelines • Experience in a higher education recruitment environment • Experience in sales, outreach and/or proactive customer service environments • Experience tracking prospect and recruiter actions in Salesforce or comparable application • Demonstrated ability to persuade others and build affinity through written and oral communication, including public speaking and one-on-one conversations. • Discretion and confidentiality when handling or exposed to sensitive information • Experience thriving in a fast-paced work environment and pursuing multiple projects simultaneously • A passion for education and an unwavering commitment to advocate for educators, both pre-service and in-service.
Working Environment	<ul style="list-style-type: none"> • This position will be based in Pima County and cannot be performed remotely. • Reliable transportation required to drive to local K-12 sites, community college and other partner organizations within Pima County. • Activities are performed in an environmentally controlled office setting subject to extended periods of sitting, keyboarding and manipulating a computer mouse; required to stand for varying lengths of time and walk moderate distances to perform work. • Regular use of standard office equipment including, but not limited to: computer workstation/laptop (keyboard, monitor, mouse), printer, fax, calculator, copier, telephone and associated computer/technology peripherals. • Frequent bending, reaching, lifting, pushing and pulling up to 25 pounds. • Regular activities require ability to quickly change priorities, which may include and/or are subject to resolution of conflicts. • Ability to clearly communicate verbally, read, write, see and hear to perform essential functions.
Department Statement	<p>ASU's Mary Lou Fulton Teachers College creates knowledge, mobilizes people, and takes action to improve education. Nationally recognized as a leading innovator in teacher education and scholarly research, Mary Lou Fulton Teachers College prepares over 7,600 educators annually.</p> <p>MLFTC faculty create knowledge by drawing from a wide range of academic disciplines to gain insight into important questions about the process of learning, the practice of teaching, and the effects of education policy.</p>

	<p>MLFTC mobilizes people through bachelor's, master's, and doctoral degree programs, through non-degree professional development programs, and through socially embedded, multilateral community engagement.</p> <p>MLFTC takes action by bringing people and ideas together to increase the capabilities of individual educators and the performance of education systems.</p> <p>MLFTC is committed to ensuring that the fundamental commitment to advancing system equity, inclusion, and justice is enacted in our curricula, programming, and relationships. Our ultimate goal is to help us imagine possibilities for creating sustainable cultures in our college and with our global communes that is reflective of a deep commitment to inclusion, systemic equity, and justice.</p>
<p>ASU Statement</p>	<p>Arizona State University is a new model for American higher education, an unprecedented combination of academic excellence, entrepreneurial energy and broad access. This New American University is a single, unified institution comprising four differentiated campuses positively impacting the economic, social, cultural and environmental health of the communities it serves. Its research is inspired by real world application blurring the boundaries that traditionally separate academic disciplines. ASU serves more than 80,000 students in metropolitan Phoenix, Arizona, the nation's fifth largest city. ASU champions intellectual and cultural diversity, and welcomes students from all fifty states and more than one hundred nations across the globe.</p> <p>ASU is a tobacco-free university. For details visit www.asu.edu/tobaccofree</p> <p>AmeriCorps, Peace Corps, and other national service alumni are encouraged to apply.</p> <p>Arizona State University is a VEVRAA Federal Contractor and an Equal Opportunity/Affirmative Action Employer. All qualified applicants will be considered without regard to race, color, sex, religion, national origin, disability, protected veteran status, or any other basis protected by law.</p> <p><u>Notice of Availability of the ASU Annual Security and Fire Safety Report</u> In compliance with federal law, ASU prepares an annual report on campus security and fire safety programs and resources. ASU's Annual Security and Fire Safety Report is available online at https://www.asu.edu/police/PDFs/ASU-Clery-Report.pdf. You may request a hard copy of the report by contacting the ASU Police Department at 480-965-3456.</p> <p>Relocation Assistance – For information about schools, housing child resources, neighborhoods, hospitals, community events, and taxes, visit https://cfo.asu.edu/relocation-services.</p>
<p>Employment Verification</p>	<p>ASU conducts pre-employment screening which may include verification of work history, academic credentials, licenses, and certifications.</p>
<p>Fingerprint Check Statement</p>	<p>This position is considered safety/security sensitive and will include a fingerprint check. Employment is contingent upon successful passing of the fingerprint check.</p>

Instructions to Apply	<p>Application deadline is 3:00PM Arizona time on the date indicated.</p> <p>Please include all employment information in month/year format (e.g., 6/88 to 8/94), job title, job duties and name of employer for each position.</p> <p>Resume should clearly illustrate how prior knowledge and experience meets the Minimum and Desired qualifications of this position.</p> <p>Only electronic applications are accepted for this position. 72511BR</p>
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