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**JOB DESCRIPTION**

**TITLE:** Assistant Director of Admissions

**DEPARTMENT:** Executive MBA North America

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**GENERAL SUMMARY:**

The Assistant Director of Admissions makes significant contributions to the Executive MBA admissions team in attracting, evaluating and yielding the most qualified candidates for the Executive MBA Program. This critical position will manage the prospective student lifecycle and serve as the business process lead for admissions related activities.

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**JOB DUTIES**

Recruitment:

1. Responsible for executing recruitment activities and strategies to meet enrollment goals.
2. Counsel and guide prospective students employing a consultative sales approach nurturing candidates via phone calls, email, events and other outreach.
3. Present at admissions events such as information sessions, webinars, masterclass workshops and open-house days.
4. Support the planning and execution of recruiting events locally and nationally.
5. Promote the Executive MBA through knowledge of the value proposition and serve as a brand ambassador embodying the Chicago Booth culture at all times.
6. Backup office contact for managing email, phone and walk-in inquires about the Executive MBA program in order to initiate relationships with prospects.

Admissions:

1. Participate in candidate evaluation activities including CV reviews and interviews.
2. Counsel prospective students on the admissions test (GMAT, EA or GRE) to evaluate and provide guidance regarding their candidacy.
3. Manage the operations associated with the application process including collection of application documents and tuition deposits.
4. Manage the admitted student background check and credential evaluation process working with a third party vendor.
5. Continually improve processes associated with admissions activities to enhance prospective student satisfaction and the timeliness of admissions decisions.

Marketing:

1. Manage marketing communications for prospects, applicants and admitted students.
2. Serve as the team lead on the Editorial Board planning and implementing a global content strategy.
3. Assist with advertising the program in North America including campaign management, performance tracking and process improvement.
4. Act as the point person for admissions related edits to the website, literature and admitted



student portal.

#### Collaboration

1. Successfully partner with global colleagues in London and Hong Kong to collaborate on global marketing and recruiting initiatives.
2. Attend, support and participate in various student related events led by the Program Office; work some evenings and Saturdays as needed.
3. Assist with other departmental duties as assigned.

#### Measurements of Success

1. Ability to meet deadlines.
2. Positive working relationships with other team members and departments.
3. Quick turnaround in responding to emails, calls and data requests.
4. Proficiency and understanding of Slate.
5. Overall rate of efficiency, accuracy, timeliness and organization of all admissions procedures.
6. An increase in conversion percentage from started to submitted applications.
7. Positive feedback from prospective students, current students, alumni, and other Booth staff.

#### Reporting Relationships:

Reports to the Director of Admissions and Marketing, North America

#### Qualifications and Requirements

1. Bachelor's degree required, MBA or similar degree preferred.
2. At least three years of admissions or admissions related experience, including admissions evaluations preferred.
3. Excellent interpersonal and communication skills required.
4. Knowledge of database technology and Microsoft Office, as well as ability to learn new technologies quickly required.
5. Excellent written, verbal and presentation skills required.
6. Discretion and customer service orientation required.
7. Ability to work successfully as part of a global team required.
8. Superior organizational skills required.
9. Willingness and ability to work evenings and Saturdays required.
10. Willingness and ability to travel for recruitment events required.