

Graduate Programs in Sustainability

ASSISTANT DIRECTOR, Enrollment and Marketing

Position Description:

Bard's Graduate Programs in Sustainability (GPS) cultivate leaders who break through existing systems, innovating solutions to critical social, environmental, and economic challenges. Bard GPS students pursue cutting-edge masters degrees in policy, business, or education, that embed extended field-based practical training and individualized career support. Our alumni are changing the rules through environmental policy, changing the game through sustainable business, and changing minds through environmental education. We seek an Assistant Director of Enrollment and Marketing (ADEM) dedicated to advancing sustainability through the recruitment of future sustainability leaders.

The ADEM for Bard GPS will be involved in all aspects of the graduate recruiting and admissions process. This position requires strong interpersonal and communication skills, the ability to relate to a broad range of constituents (students, faculty, external career offices, industry partners, etc.), an aptitude for project management, and the ability to work well both independently and collaboratively. Bard GPS is strongly committed to an admissions process centered around Justice, Equity, Diversity and Inclusion. The ADEM supports two pillars of the Bard GPS [JEDI Roadmap](#): Community Experience and Representation.

The ADEM can work remotely. Travel is required to Bard College's Hudson Valley campus five times per month and to New York City 1-2 times per month.

Responsibilities:

- Manages admissions data, including the flow of data between HubSpot (CRM) and Slate (application platform); oversees updates to the Slate application, forms and letters.
- Organizes in-person and virtual recruiting events, both at Bard College and in New York City, including information sessions, open houses, class visits, and public events.
- Travels to graduate fairs, deepens relationships with undergraduate feeder schools, and generates and maintains communications with prospective students, career advisors, and other constituents to positively impact graduate enrollment.
- Strategically utilizes prospective lead information from marketing campaigns and career/job platforms for recruitment purposes.

- Manages and edits prospect communication flows in partnership with an inbound marketing agency; manages the communication plan to steward prospective students through the admissions funnel.
- Oversees responses to admission inquiries; ensures timely processing of communications at all stages of the admissions funnel.
- Performs queries on existing graduate applications and other communications related to enrollment management; oversees the tracking, review, and processing of graduate applications and enrollment deposits; manages the applicant interview process.
- Supervises student workers.
- Oversees execution of social media strategy.

Qualifications:

Requirements for this position include:

- Bachelor's degree
- 5 years of relevant experience in admissions/enrollment management
- Experience using Slate
- Proficiency using Google Suite, Microsoft Office, Zoom
- Comfort giving online and in-person presentations
- High level of verbal and written communication skills
- Exceptional organizational and time management skills
- Ability to quickly learn new software
- Experience managing staff and student workers
- Willingness to communicate with prospects, career counselors, internal staff and faculty on a daily basis in a friendly, courteous manner, and the ability to create and maintain positive relationships
- Ability to occasionally travel, and to work weekends and evenings
- Ability and willingness to occasionally lift and transport up to 50 pounds

Preferred qualifications for this position include:

- Master's degree in related field (higher education, communications, marketing, sustainability)
- Experience working with graduate students
- Experience using Adobe Creative Suite and/or Canva
- Experience using HubSpot
- Experience managing social media campaigns

Bard College is an equal opportunity employer, and we welcome applications from those who contribute to our diversity. Please review our commitment to Justice, Equity, Diversity, Inclusion, and Anti-Racism [here](#).