

## Position Description

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<b>Title:</b>	Director of Enrollment
<b>Department:</b>	Enrollment Management Offices
<b>Reports To:</b>	Vice President and Dean of Enrollment Management
<b>Supervises:</b>	Office of Admissions Staff
<b>Employment Status:</b>	Full-time; Exempt

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The Director of Enrollment will join the Manhattan School of Music Enrollment Management team at a pivotal moment, as MSM moves away from a hybrid educational model to reestablish in-person learning, retaining elements of innovation developed over the past year and adapting recruitment strategies to a new landscape. This position will be highly forward-thinking, industry-aware, and committed to a strategic and collaborative approach to enrollment management. The position will work under the mentorship of the Vice President and Dean of Enrollment Management and will lead an admissions team comprised of two admissions counselors, an administrative assistant, and student workers. The position will foster collaborative relationships within the institution, especially engaging faculty in the student recruitment process and partnering with other enrollment management offices to improve the student experience. The Director will reinforce a student-centered culture, inspiring respect while improving student retention and satisfaction. A core element of this position will be the development and management of the admissions database, Technolution's Slate CRM enrollment management system. A balance of well-developed technological ability and higher-education professional experience are essential for success.

### **Domains:**

#### ***Leadership***

- Leads proactively and creatively, anticipating challenges, building consensus and offering solutions.
- Supervises and mentors admissions counselors and student workers, empowering all staff to work, with dedication and passion, at their highest potential.
- Serves on Admissions and Scholarship Committees, providing support to the Vice President and Dean of Enrollment Management while acting as guardian of institutional enrollment targets.
- Engages MSM Faculty to identify program and major-specific priorities, and aligns them with institutional enrollment strategy.
- Develops, implements, and manages dynamic recruitment strategies to meet enrollment goals, including student search, prospect management, and yield efforts.

#### ***Recruitment Strategy***

- Collaborates with the Vice President and Dean of Enrollment Management to develop recruitment strategies to identify and yield an international, diverse, and program-balanced student community.
- Oversees specific student recruitment initiatives, including increasing and diversifying domestic enrollment.

- Extracts and analyzes data to improve decision-making and to provide insightful reports to the enrollment management team, senior leadership, and institutional constituencies.
- Represents Manhattan School of Music at recruitment events.
- Engages the MSM Faculty in coordinated recruitment activities to build awareness for MSM and a network of peer-faculty and administrators.
- Collaborates closely with the Media and Communications department, and oversees an enrollment strategy for social media, digital and print advertising, and admissions content on the website.
- Participates in ongoing professional development for awareness of recruitment strategies and best practices in higher education and the arts.

### ***Systems Operations***

- Serves as the primary administrator of Slate for the College, Barnard/MSM Cross-Registration Program, and International Exchange Program.
- Designs CRM for clarity and ease of use for all users, especially applicants and daily administrative users, to increase yearly applications and overall yield.
- Provides enrollment analysis, program assessment, data quality assurance, trend analysis, market analysis, and predictive modeling to the Vice President and Dean of Enrollment Management.
- Develops and implements an ongoing communication plan for prospects and applicants, with the goal of attracting and enrolling a diverse and compatible student body.
- Curates content to drive targeted recruitment and yield campaigns, incorporating nuanced messaging for different audiences.
- Utilizes data from past travel and events to recommend new recruiting venues, geographic locations, and initiatives.
- Maintains and improves Slate-related processes; implements and reviews system automations.
- Collaborates with IT to integrate Slate with other institutional systems, including Jenzabar and PowerFAIDS; builds and maintains the data and imports and exports processes between the student information systems; identifies and resolves data integrity issues.
- Provides ongoing training for other offices on the use of Slate, system functionality, best business practices, and system processes.
- Trains College faculty on the use of Slate, including prescreening and the audition review process.
- Revises the application, event landing pages, and applicant portals frequently and thoughtfully to optimize the applicant experience.
- Manages audition prescreening process, electronic audition review process, and in-person auditions.
- Creates and maintains accurate documentation about system processes and operational procedures.

### **Job Requirements:**

- Master's degree required; music background preferred.
- Extensive knowledge and experience managing a database or customer relationship management system, preferably Technolutions Slate.
- Extensive knowledge of commonly used computer applications. Knowledge of HTML, CSS, SQL, XML strongly preferred.
- 5 or more years progressive admissions experience.
- Strategic and flexible leadership and managerial skills.

- Commitment and passion for the mission of Manhattan School of Music.
- Excellent interpersonal qualities and the ability to represent the institution and MSM brand on a world stage.
- Ability to work under pressure managing multiple simultaneous projects in a deadline-driven environment, while maintaining strong attention to detail.
- Commitment to building a culture of diversity, equity, inclusion, and belonging.

**Contact Information:**

Send cover letter, résumé, and three references to:

[enrollmentposition@msmnyc.edu](mailto:enrollmentposition@msmnyc.edu)

No phone calls, please.

Equal employment and equal educational opportunity have been and will continue to be fundamental principles at Manhattan School of Music, where employment and enrollment are based upon personal capabilities and qualifications without discrimination or harassment because of race, color, religion, sex, sexual orientation, gender identity or expression, the status of being transgender, age, national origin, marital status, citizenship or veteran status, disability, or any other characteristic protected by law. Manhattan School of Music does not permit retaliation against individuals who oppose a discriminatory practice or participate in an investigation.