



UC HASTINGS

COLLEGE OF THE LAW

EST. 1878

The University of California Hastings College of the Law was founded in 1878 as the law department of the University of California and was the first law school in California. Over the years, it has built a legacy and reputation of being a preeminent institution comprised of renowned faculty committed to the study of legal theory and research, preparing students for careers in the judicial system, public service, and industry.

The College is redefining legal education through an experiential, interdisciplinary, and international approach to the law. By integrating rigorous academics with hands-on practice, the College is preparing its graduates to tackle the legal challenges—and leverage the opportunities—of the 21st century.

ASSOCIATE DIRECTOR OF GRADUATE PROGRAM ENROLLMENT

OFFICE OF ENROLLMENT MANAGEMENT

Classification: Level 3 / Class Code 1717 / Full-Time / Exempt / Benefited

Hiring Salary Range: \$60,820- \$85,137 annually (commensurate with qualifications)

Posting Date: 6/21/2019

ABOUT THE OFFICE OF ENROLLMENT MANAGEMENT:

The Office of Enrollment Management is responsible for administering the Financial Aid program at the law school and for the recruitment, admission, and onboarding of new students.

THE ROLE

Under the supervision of the Senior Assistant Dean of Enrollment Management, and in close collaboration with Global Programs, the MSL Program Director, and the UCSF/UC Hastings Consortium Director, the Associate Director for Graduate Program Enrollment is primarily responsible for (1) domestic and international marketing of our non-JD programs, (2) individualized student recruitment and outreach for our non-JD programs, (3) application review, and (4) cultivation of our partner school and institution relationships.

RESPONSIBILITIES

Typical duties and responsibilities consist of, but are not limited to, the following:

- Publicizing our non-JD programs through both traditional and forward-thinking channels (e.g., view books, the UC Hastings website, admissions fairs, digital marketing, etc.);
- Recruitment and counseling of, and cultivating relationships with, prospective students, and managing all prospective student inquiries;
- Reviewing admission applications and making recommendations on applicants;

- Managing digital marketing campaigns and other recruitment initiatives to achieve institutional enrollment goals, tracking campaign/initiative metrics, and recommending/implementing strategies for optimizing performance;
- Creating marketing collateral that is creative, capitalizes on the law school's strengths, and is consistent in branding and tone, and ensuring the accuracy of information presented about the programs;
- Establishing a comprehensive presence on key social media platforms, including WeChat, and developing promotional collateral that can easily be distributed on such platforms;
- Updating and modernizing our admissions webpages to better reflect what prospective students seek and are drawn to based on campaign analytics and best practices;
- Developing foreign-language (including Chinese, Korean, Japanese, German, and Spanish) versions of core marketing collateral, including working with key Marketing & Communications personnel at the law school to create foreign-language pages on the UC Hastings website;
- Cultivating relationships with partner schools and institutions;
- Fostering relationships with alumni and current students and strategically incorporating them into the recruitment process;
- Working with Enrollment Management, Global Programs, MSL Program, and other faculty to efficiently and effectively recruit and onboard new students;
- Coordinating with freelancers and consultants in the marketing process, and managing those relationships;
- Compiling and presenting data on outcomes, recruitment initiative efficacy, quality indicators, etc. as requested; and
- Performing other duties as assigned.

REQUIREMENTS

EDUCATION AND EXPERIENCE

- Bachelor's Degree required; JD, LLM, MSL, MBA, or other advanced degree preferred.

KNOWLEDGE, SKILLS & ABILITIES

- Minimum of 5 years of relevant experience required; candidates with experience in enrollment, higher education, business, marketing, or communications are encouraged to apply;
- Demonstrated entrepreneurial skill and ability to work independently;
- Superior interpersonal skills and demonstrated ability to work with people from diverse backgrounds;
- Excellent written and oral communication skills;
- Solid knowledge of digital marketing principles, concepts, strategies, and best practices strongly preferred;
- Candidates who are proficient in a second language are strongly encouraged to apply; we have a particular interest in candidates with proficiency in Mandarin Chinese, Spanish, Arabic, or French;
- Demonstrated ability to create messaging that resonates with different audiences;
- Superior organizational, time management, and project management skills;
- Highly efficient, self-driven, and able to execute numerous projects concurrently in a fast-paced work environment and with minimal supervision;
- Strong attention to detail and accuracy in performing work;

- Some domestic and international travel is required;
- Ability to work evenings and weekends, as needed;
- Ability to lift 20lb boxes when attending recruitment fairs; and
- Ability to work well within a team, collaborate with others within the department and across the law school, and add to the collegial, friendly, and positive environment of the Enrollment Management Office.

BENEFITS

Health and Welfare Benefits

- Comprehensive medical, dental and vision insurance coverage
- Flexible Spending Accounts for transportation-related, healthcare and dependent care expenses
- Employee Assistance Program

For your Financial Future

- Life Insurance, Disability Insurance, and Legal Insurance
- University of California Retirement Plan (defined benefit)
- Deferred Compensation Plans/Pre-tax Retirement Savings Programs

For your Work/Life Balance

- Fourteen paid holidays per year
- Generous vacation and sick leave
- Commuter Benefits Program

THE HIRING PROCESS

To Apply: Send resume and cover letter to copeland@uchastings.edu. Please include “Graduate Program Enrollment Position” in the subject line.

Failure to provide the information as required on the application and/or instructions to apply shall immediately disqualify an applicant from employment consideration.

Please note: This position has been designated as “sensitive” and requires a pre-employment background check.

Federal law requires employers to provide reasonable accommodation to qualified individuals with disabilities. Please contact Human Resources if you require a reasonable accommodation to apply for a job. Examples of reasonable accommodation include making a change to the application process, providing documents in an alternate format, using a sign language interpreter, or using specialized equipment.

WHAT TO EXPECT

Applicants who meet the position requirements will be competitively evaluated to identify the individuals whose breadth and depth of experience and education most closely relate to the stated requirements and the needs of the College. Not all applicants will be contacted for an interview.

The position is open until filled.

The skills listed above are comprehensive, and we understand there are great candidates who possess only a subset of those skills, or who have other important skills. If you match some of these skills, please

do not hesitate to apply.

UC Hastings College of the Law is an Equal Opportunity Employer. UC Hastings strives to provide a diverse and inclusive educational environment that fosters cultural awareness, mutual understanding and respect. UC Hastings College of the Law is interested in candidates who will contribute to diversity and equal opportunity in higher education through their teaching. Qualified women and members of underrepresented minority groups are strongly encouraged to apply.