



Ave Maria School of Law, North Naples Florida

Position Title:	Director of Recruitment & Admissions
Department:	Admissions Office
Reports to:	Associate Dean of Admissions
Role:	Full-time Salary position
Location:	Naples, Florida (On-site)

Ave Maria School of Law is more than just a place to work; we are an institution dedicated to training the next generation of lawyers in the Catholic intellectual tradition. It is a place where you will feel good about devoting your time and talents.

Overview:

Supports the Associate Dean of Admissions in managing the day-to-day operation of the department. Manages the law school prospective student recruitment cycle to include developing the recruitment travel calendar; coordinating outreach and pipeline activities; assist with the planning and implementation of events for prospective and admitted students; supervising and training student ambassador and seasonal recruiters; outreach to pre-law advisors and Catholic institutions and organizations; and serving as primary recruiter at local, regional, and national events (extensive travel required). Assists with development of digital recruiting plan by creating and scheduling quality social media content representing the law school.

Counsels' prospective applicants from the initial contact, through the application and admissions process, to matriculation (to include coordinating campus visits, events, and in-person tours). Assists in the development and implementation of a comprehensive marketing campaign and yield initiatives incorporating the use of print and electronic media.

Essential Duties and Responsibilities:

- Marketing: 15%
 - Collaborating with the chief marketing officer to develop ideas for marketing materials through photography and brand execution strategies.
 - Creating viewbooks, flyers, invitations and agendas for events, email blasts and marketing materials.
 - Creating monthly admissions newsletters, promotional videos and livestreams for email campaigns and social media.
 - Designing and ordering marketing/promotional materials.

- Outreach Strategy/Operations: 15%
 - Providing strategic direction to attract and enroll a professional, motivated, and diverse student body, aligned with the mission and goals of the law school.
 - Reviewing applications/files for admission and scholarship consideration.

- Interviewing applicants and entering evaluations in UNITE.
 - Conduct ongoing research and maintain records regarding the effectiveness of the Law School's off-campus recruitment efforts.
 - Collect data related to origination points for matriculated students to inform recruitment strategies.
 - Coordinating all visit programs for prospective students and families to tour the campus.
 - In collaboration with the associate dean, develop programs and initiatives to increase the pool of qualified minority applicants; and coordinate, execute, and monitor the Office's efforts relating to the recruitment of minority students.
 - Serving as the primary point of contact for prospective applicants, applicants, and admitted candidates wishing to visit the Law School.
 - Assisting with the miscellaneous yield efforts for admitted candidates (emails, phone calls, matching with current students and staff/faculty, etc.).
 - Overseeing student ambassadors and developing a student ambassador training manual and program to assure that student ambassadors are adequately prepared to represent the law school when interacting with prospective students.
 - Updating and overseeing calling campaign programs with alumni, faculty, staff, and student ambassadors.
 - In collaboration with the admissions team, organizing open house events on campus.
 - Proctoring exams four times a year.
 - Participating in local bar association activities and alumni board meetings.
 - Preparing weekly reports and submitting them to the Associate Dean of Admissions.
- Catholic Recruitment & Engagement: 20%
 - Developing and maintaining a catholic recruitment and engagement strategy to attract prospective Catholic students.
 - Building partnerships with Catholic institutions, organizations, and community events (i.e., Cardinal Newman Society and Ave Maria University).
 - Promoting Cardinal Newman Scholarship and overseeing annual pre-law academy event.
- Recruitment/Travel: 50%
 - Extensive travel across the U.S. and represent the law school at off-campus events and in meetings with advisers and others who influence prelaw students.
 - Participate in panels and private visits during recruitment trips.
 - Assist in the development and maintenance of strong working relationships with targeted prelaw advisers and others who influence prospective applicants.
 - Responsible for the office's recruitment calendar and activities relating to the Law School's participation in off-campus law days and law fairs.

Responsible for maintaining contact with undergraduate schools, and coordinating monthly meetings/events with prelaw advisors at Ave Maria University

Qualifications:

- UNITE proficient.
- Juris Doctor preferred. Will consider candidates with graduate degree and 5+ years of law admissions, management, and CRM experience.
- Exceptional customer service, interpersonal, written, and oral presentation skills.

- Extensive knowledge in Microsoft Word and Excel and comfortable/savvy working with CRM systems (preferably Unite) to consistently build and generate reports, maintain pertinent records, and produce automated communication.
- Must have Driver's License and ability to travel for recruitment purposes; must have reliable car for transportation. Position may rent car if necessary and appropriate.
- Must be a self-starter, enjoy interacting with people, and have a great attitude.
- Must be professional by phone and email and display great attention to detail.
- Must be ambitious and can think logically and strategically.
- Well-developed planning and organizational skills.
- The ability to embrace the law school's mission and make individualized judgments about applicants considering the stated goals of the Law School.
- The ability to interact diplomatically and in a confidential manner while providing a high degree of customer/student service.
- Must be able to collaborate well with other departments and coordinate joint events.
- The ability to develop a detailed knowledge of the Law School, its personnel, programs, curriculum, and operations.
- Outstanding working knowledge of technology that support and relate to developing the applicant pool, communications with prospective students, and the development of detailed reports; and a commitment and ability to produce reports with precision and accuracy.
- Ability and willingness to work evenings and weekends in conjunction with admission events, as well as extensive overnight travel (of up to seven weeks, M-F).
- An appreciation for the distinctive qualities of a faith-based, Catholic legal education.

Ave Maria School of Law recognizes the inherent value and dignity of all members of the human family. It values equal opportunity and seeks racial, cultural, and ethnic diversity. The Law School does not preclude admission or retention of students or employees on the basis of race, color, ethnicity, religion, national origin, gender or gender identity, sexual orientation, age, disability, military status, or status as a veteran or disabled veteran. The Law School maintains its Catholic character but is open to persons of all religious faiths who respect the goals of Ave Maria School of Law and whose conduct does not undermine the Law School's religious goals or compromise its Catholic identity.

Job Type: Full-time Salary position
Salary: \$61,000-\$115,000 (based on experience, education, and skill set)
Qualifications: Undergraduate degree required, and Juris Doctor preferred
Benefits: All Ave Maria School of Law Benefits eligible immediately