



**Job Title:** Assistant Director of Corporate Student Recruitment  
**Salary Range:** U24  
**Department:** Office of Strategic Partnerships  
**Location:** 111 West State Street Trenton, NJ 08608

Thomas Edison State University was founded in 1972 to break down barriers to degree completion. Nearly fifty years later, we proudly serve a diverse body of adult students with innovative and professionally relevant academic programming. Our team of high-energy student- focused professionals is welcoming new members who are ready to make their mark in education and help change the lives of thousands of adult students across New Jersey and around the world.

If you are excited by changing lives, committed to the success of all, and want to be challenged by new and innovative opportunities, we look forward to receiving your application.

**Position Summary:**

Assistant Director of Corporate Student Engagement reports to the Director of Strategic Partnerships. The Recruiter is primarily responsible for increasing new enrollments from all partnerships with a focus on premier partnerships. The Recruiter will look for opportunities for TESU to enhance its educational services across New Jersey and surrounding areas. The Recruiter will strengthen and increase current corporate partnerships, enrollments and help develop new partnerships opportunities within all partnerships. The Recruiter will provide onsite briefings to partnerships on a steady basis and will be required to travel within New Jersey and surrounding areas. The recruiter may occasionally be required to travel throughout the United States on the road recruiting new students at various locations. (adhering to all Health and Safety guidelines) The Recruiter will also conduct virtual presentations and reach out to partnership contacts for upcoming recruiting events. The Recruiter will assist with all Strategic partnerships' accounts on an as needed basis.

**Position Primary Responsibilities:**

- Increase New corporate partnerships enrollments
- Travel to partnership locations across New Jersey and surrounding Area for onsite visits and events.
- Conduct virtual presentations and recruiting webinars to partnership personnel on a continual basis
- Increase engagement and partnership opportunities across all partnerships
- Increase partnership opportunities
- Develop a marketing strategy and active outreach campaign for corporate partnership territories
- Develop, with the Sr and Director of Strategic Partners, a strategy to cultivate engagement between TESU and partnerships
- Coordinate information for the corporate website and TESU landing pages
- Discuss potential changes to partnership, including tuition and fees, with the Senior Director of Strategic Partnerships and manage any changes with the partners and TESU stakeholders
- Assist with the TESU-Partnerships College counseling program
- Respond to telephone inquiries and e-mail inquiries.
- Provide excellent customer service to students over the phone and via email.
- Manage basic technical support issues to assist student

**Position Goals:**

- Increase 150 New corporate enrollments annually
- Increase the number of corporate students enrolled in the TESU Bachelor to master's

- Coordinate three speaking engagements or presentations for TESU leaders, including the Senior Director of Strategic Partnerships, with key corporate leaders
- Develop a marketing and outreach campaign that increases prospects, applicants, and enrollments
- Ensure the TESU corporate landing pages are updated as TESU academic program requirements change
- Ensure University leaders are aware of any changes partnership policies and procedures
- Create new and innovative ways to enhance the partnership with TESU.

#### **Knowledge, Skills & Abilities:**

- Bachelor's degree from an accredited college/university
- Resides in New Jersey and surrounding area or short commute to the TESU main campus
- Experience in college admissions and/or professional experience in sales, marketing or customer service environment is preferred
- Demonstrated proficiency in using Microsoft Office Suite
- Proven attention to detail; excellent organizational skills required
- Outstanding oral and written communication skills; ability to present effectively to large audiences virtually or in-person upon hire
- Ability to create and implement new initiatives for student recruitment across all programs with a focus on recruitment of online students
- Ability to multi-task, consistently meet deadlines and handle information confidentially
- Familiarity with social media platforms for assistance with creating messages to engage prospects
- Ability to positively interact with diverse groups
- Must exude a positive customer service-oriented attitude
- Self-starter and driven to complete all projects as assigned

#### **Requirements:**

**Education:** A Bachelor degree is required. Experience in the recruiting market can be substituted for educational qualifications as determined by the appointing authority.

**Experience:** A minimum of five years' experience in higher education admissions, advising and/or transfer services and experience with community college partnership programs and/or recruiting or equivalency as determined by the appointing authority. The candidate will have excellent communication skills and thrive in an environment where they operate independently and develop innovative plans and programs to grow enrollments in TESU undergraduate degree programs. Extensive experience in recruiting, public relations, sales, marketing, or related fields

As a condition of employment, you are required to provide proof of full COVID-19 vaccination. If you are unable to be vaccinated against COVID-19 for medical or religious reasons, you will be required to submit a waiver request.

#### **How to Apply:**

Resumes and applications for this position will only be accepted online through ADP Workforce Now at: [https://workforcenow.adp.com/jobs/apply/posting.html?client=TESU&cclid=19000101\\_000001&type=MP&lang=en\\_US](https://workforcenow.adp.com/jobs/apply/posting.html?client=TESU&cclid=19000101_000001&type=MP&lang=en_US)

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