Job Description

Assistant Director, Admissions & Marketing

Foundry College, a new type of two-year college seeks a full-time Assistant Director of Admissions & Marketing. This online college is designed to educate working adults to fill in-demand jobs by teaching skills and knowledge that are important to employers and unlikely to be automated in the foreseeable future. The position helps to ensure that admissions operations run smoothly by managing the applicant database, coordinating the application processing, providing excellent customer service to applicants, and coordinating support for matriculating students. In addition to serving as the main program contact for student needs, the person in this position will also assist with marketing efforts including email communications, social media, website management, and other initiatives. The role reports to the Head of Marketing & Communications.

Responsibilities:

- Manage application processing for all applicants
- Respond to inquiries from prospective students regarding application process, financial aid, learning experience and other related inquiries
- Serve as main program contact for student needs and questions
- Manage the applicant database
- Assist with marketing efforts including email communications, newsletter, social media, and other initiatives
- Work with Head of Marketing & Communications to develop campaigns geared toward prospective students and applicants
- Support recruitment activities as needed
- Manage communications with matriculating students
- Update admissions-related content on the website
- Manage student database
- Organize and track student progress through the program
- Coordinate student support services
- Provide additional admissions and marketing support as needed

Qualifications:

- Minimum 3 years working in higher education admissions and/or marketing
- Ability to multitask in a fast-paced environment, work under multiple deadlines, and have the ability to prioritize workflow in a logical manner to meet important deadlines.
- Excellent customer service and interpersonal skills including multicultural competencies
- Outstanding communication skills including written, oral, one-on-one, and group
- Strong attention to detail and the ability to "see the need"
- Ability to use tact and diplomacy in all interactions
- Strong work ethic and the ability to work independently
- Enthusiastic about working with diverse populations
- Excellent active listening skills
- Ability to develop original ideas to solve problems and not be deterred by ambiguity
- Skills in decision-making, good judgment, problem solving, and clear communication

- Ability to be resourceful, creative, innovative and flexible
- Passion for learning and education
- Ability to give and receive objective behavioral feedback

Preferred Qualifications:
- Bachelor's degree or associate's degree in marketing, communications or related area and/or equivalent experience/training
- Experience with social media marketing and management
- Proficiency in Microsoft Word, Excel and Powerpoint as well as G Suite
- Experience with Salesforce and Pardot is a plus
- Veterans welcome

About Foundry College

Foundry College is a new type of online two-year college that teaches working adults skills and knowledge that are in demand by employers and unlikely to be automated in the foreseeable future. The curriculum integrates practical training with a broad education so students can adapt as the labor market changes. Every class combines live, instructor-led lectures with small group active learning sessions to ensure that new knowledge is effectively integrated, retained, and can be put into immediate practice. Foundry College aims to ensure that students have a pathway to long-term job stability and employers can fill hiring gaps for in-demand jobs. Created by a team led by Dr. Stephen M. Kosslyn, Foundry College launched in 2018 and is headquartered in San Francisco. www.foundrycollege.org

How to Apply:
- Please email careers@foundrycollege.org with your cover letter and resume as a single attachment when applying and references the role you are applying for in the subject line.