

Student Admission and Recruitment Coordinator

The American University in Dubai invites qualified applicants to apply for the position of **Student Admission and Recruitment Coordinator**.

The position objective is to support the Office of Student Recruitment and Admissions, through targeting, recruiting, and enrolling the strongest and most suitable undergraduate candidates for AUD. This involves data assembly and analysis, effective relationship building, and efficient guidance and counseling capabilities. The fundamental responsibility of this position is to help all AUD Undergraduate Programs meet their enrollment objectives and to serve all prospective students and applicants. Moreover, oversee all marketing initiatives and liaise between the Office of Student Recruitment and Admissions and the Office of Communications.

Principle Responsibilities:

- Recruit students for all undergraduate programs.
- Identify and implement ways to strengthen the perception of AUD as an institution with prospective students.
- Follow up on leads and assist them throughout the application process to ensure timely completion and submission of applications, and advise them regarding the most suitable Program options.
- Initiate outbound calls to leads from messenger chat and marketing campaigns.
- Responding to student enquiries received from CRM, WhatsApp, Emails, and Calls in a timely and accurate manner.
- Attending to student appointments through the Get in Touch system (phone and video calls).
- Meeting walk ins.
- Managing interactions - assigning interactions to OSR & the Office of Student Recruitment and Admissions representatives on a daily basis; mapping interactions to OSR leads.
- Creating new canned responses and updating old ones in CRM.
- Coordinating and scheduling with schools and organizers, fairs, school visits and student related engagement events and activities locally and abroad.
- Pulling up reports on applications, marketing campaigns, leads and statistics on specific schools.
- Conduct presentations for schools.
- Continuously improve the counselor support system. Liaise with school counselor to introduce new strategies and events to increase high school students' interest and involvement with AUD.
- Follow up on students' applications from the time they apply up until enrollment through a personalized approach and clear understanding of the needs and goals of each individual student.
- Review admission requirements periodically to maintain standards and policies set by AUD and different accrediting bodies.
- Accurate Data entry on Campus for students' records.
- Handle all types of correspondence (e-mail, WhatsApp, phones...) related to students' applications and admissions.
- Ensure that information about Admissions are updated regularly; this includes, all printed materials, website (Admissions page) in coordination with the Office of Communications.
- Assist in the coordination of Placement Exam dates/ Retrieve exam results and circulate to the Admissions team in a timely manner.
- Assess and admit to AUD's degree programs students who possess appropriate credentials to successfully complete the educational programs provided by the university.
- Performs other duties as assigned or needed.
- Develop marketing and social media ideas to promote recruitment and enrollment events and initiatives.
- Liaise with the Office of Communication on all marketing and social media campaigns related to the Office of Student Recruitment and Admissions.

Competencies and Skills:

- Excellent verbal and written communication (including presentation) skills.
- Knowledge of the higher education environment.
- Ability to represent AUD in a professional manner and easily communicate its mission to outside forums, including but not limited to the press and recruiting public.
- Self-motivated and deadline oriented, strong organizational skills and ability to prioritize.
- Ability to work as part of a team and to work well under pressure with minimum supervision.
- Excellent knowledge of and use of technology.
- Effective time management skills.

Essential Qualifications:

- Bachelor's degree or equivalent.
- Detail oriented, commitment to work, maintains the integrity of student records.
- Customer focused, goal-oriented action.
- Consultative approach with excellent listening skills, Team player.
- Computer proficient.
- Fluency in English.

Preferred Qualifications:

- Native Arabic.

Applications will be accepted and evaluated until this position is filled.

This position is suitable for candidates already located in Dubai. Interested applicants must submit the following requirements via email to recruitment@aud.edu.

Please state the title of the position as the subject of the email.

- Cover letter
- Updated CV
- Contact information of three (3) academic/professional references

Alternatively, applicants can submit their application materials to the following postal address:

Angele El Houry

Director of Human Resources

The American University in Dubai

P. O. Box 28282, Dubai, U.A.E.

No telephone calls please.

While we thank all applicants for their interest, only those under consideration will be contacted for a follow-up interview.