



Director of Recruitment and Outreach

POSITION TITLE:	Director of Recruitment and Outreach
REPORTS TO:	Assistant Dean of Student Affairs and Admissions (COP-CDM CHS)
WORK LOCATION:	Elk Grove, Sacramento, Rancho Cordova, CA (travel is required)
CLASSIFICATION:	Staff, Full-Time, Exempt
SALARY:	\$78,000.00 annually

Position Summary

The Director of Recruitment and Outreach provides strategic leadership and operational oversight for recruitment, outreach, admissions, and enrollment initiatives for the College of Pharmacy (COP) and College of Dental Medicine (CDM), while working collaboratively with the College of Health Sciences (CHS) Admissions Team.

Reporting to the Assistant Dean of Student Affairs and Admissions, the Director oversees recruitment and admissions activities for COP and CDM, supports their Admissions Committees, and develops strategies to attract qualified applicants and support enrollment goals. For CHS, the Director works with the existing Admissions Team to support recruitment, outreach, and enrollment initiatives without direct oversight of the team's day-to-day admissions operations.

The Director also develops external partnerships, oversees student ambassador and outreach programs, analyzes recruitment and enrollment data, and represents the University at recruitment and outreach events.

Essential Functions

1. Recruitment, Outreach, and Enrollment Management

- Develop and implement strategic recruitment, outreach, and enrollment plans for COP and CDM and in collaboration with the CHS Admissions Team.
- Lead recruitment initiatives to attract qualified applicants and support enrollment goals.
- Monitor application, admission, acceptance, and matriculation trends and recommend strategies based on recruitment and enrollment data.
- Identify opportunities to improve recruitment processes, applicant communications, and the prospective student experience.
- Collaborate with College leadership, Student Affairs, and Marketing to support enrollment objectives.

2. Admissions Oversight and Support

- Provide leadership and operational oversight of admissions and recruitment-related activities for COP and CDM.
- Serve as a resource to COP and CDM Admissions Committees and support applicant interview and selection processes.
- Oversee admissions workflows, applicant communications, and related processes for COP and CDM.



- Ensure admissions practices comply with University policies, procedures, accreditation standards, and applicable requirements.
- Work collaboratively with the CHS Admissions Team on recruitment, outreach, and enrollment initiatives.

3. Recruitment and External Outreach

- Develop and maintain relationships with colleges and universities, pre-health advisors, professional organizations, community organizations, and other strategic partners.
- Identify new recruitment markets, academic pipelines, and partnership opportunities.
- Plan and oversee recruitment events, including open houses, information sessions, school visits, fairs, conferences, and other outreach activities.
- Represent the University and its Colleges at on- and off-campus recruitment events.
- Collaborate with Marketing and College leadership to strengthen recruitment communications and program awareness.

4. Student Ambassador and Outreach Programs

- Oversee student ambassador, student host, interview ambassador, and related recruitment programs.
- Recruit, train, and coordinate students participating in recruitment and outreach activities.
- Establish appropriate training and guidelines for students representing the University and its Colleges.

5. Data, Planning, and Administration

- Establish recruitment goals and performance measures in collaboration with College leadership.
- Analyze recruitment, admissions, enrollment, and market data to evaluate and improve recruitment strategies.
- Prepare recruitment and enrollment reports, forecasts, and recommendations for leadership.
- Assist with recruitment and admissions budget planning and resource allocation.
- Participate in institutional planning, accreditation activities, committees, task forces, and special projects related to recruitment, admissions, and enrollment.
- Collaborate with faculty, College administration, Student Affairs, Marketing, and other University departments.
- Perform other duties as assigned.

QUALIFICATIONS AND SKILLS

- Bachelor's degree in higher education, business, communications, marketing, education, or a related field.
- Minimum of five (5) years of experience in admissions, recruitment, enrollment management, higher education, or a related area.
- Experience developing and implementing recruitment and outreach strategies, preferably in higher education or a professional education setting.
- Strong communication, presentation, organizational, interpersonal, and relationship-building skills.
- Ability to analyze recruitment and enrollment data and use data to support planning and decision-making.
- Ability to work effectively with faculty, administrators, staff, students, and external partners.
- Proficiency with Microsoft Office and admissions, CRM, or student information systems.



- Master's degree and experience in pharmacy, dental medicine, health sciences, or other professional education programs preferred.

PHYSICAL REQUIREMENTS AND TRAVEL

- Ability to sit, stand, walk, and work at a computer for extended periods.
- Ability to lift and carry materials and supplies up to 25 pounds as needed for events and outreach activities.
- Travel is required for recruitment events, conferences, school visits, fairs, and other University activities.
- Occasional evening and weekend work may be required.

APPLICANT SHOULD SUBMIT

- Cover letter that addresses qualification, experience, and career goals
- Resume/CV
- Names, addresses, and telephone numbers of at least (3) professional references

California Northstate University is committed to providing equal employment opportunities to all employees and applicants, regardless of protected characteristics such as race, color, religion, sex, national origin, age, disability, or veteran status.

Please submit your cover letter, resume, list of references, and any additional information to hr@cnsu.edu. Review of applicants will begin immediately and will continue until position is filled. All qualified candidates are encouraged to apply. For inquiries, please contact us at: e-mail: hr@cnsu.edu