# University Honors Program – Assistant Director, Honors Admissions and Marketing, Hybrid

The University of Cincinnati's University Honors Program (UHP) is seeking an assistant director, admissions and marketing to join our team. The vision of the UHP is to develop students into global citizen scholars who lead innovative efforts toward solving the world's complex problems.

The assistant director is key to the realization of this vision. The assistant director is essential to the marketing and recruitment of students who are and will continue to be motivated to engage with this vision throughout their undergraduate experiences.

The UHP is a national leader in honors education and signature academic program at UC. It supports and challenges UC's most highly motivated, high-achieving students through an innovative pedagogical approach to honors education that is experience-based and centered on reflective and integrative learning.

# Job Overview

This is a 2-year position, with the potential to become permanent. This position will support two offices in an 80:20 split between the University Honors Program and Hoffman Honors Scholars. Support admissions and marketing processes for the University Honors Program (UHP). Drive the University Honors Program’s current student recruitment, admissions processes, development of communications plans, and management of webpages and social media platforms. Manage the UHP Ambassador program. Support the Hoffman Honors Scholars (HHS) communications initiatives through various digital platforms and media development.

# Essential Functions

## Marketing Communications

* Manage day-to-day content on the University Honors Program and Hoffman Honors Scholars websites and social media platforms to improve external audience engagement and enhance prospective student marketing strategies and current student success.
* Leverage university communication platforms to engage faculty, staff, and campus partners in active recruitment to support programmatic strategies.
* Drive content creation to enhance engagement to strategic audiences in alignment with university and each programs’ strategic initiatives to improve student access, excellence, and retention.
* Develop and revise admissions resources, promotional materials, and digital media.
* Co-lead the media & design team of student assistants to develop communications solutions for the University Honors Program and Hoffman Honors Scholars.

## Admissions Processes

* Lead the transition application process for current UC students, which includes planning, communication, event coordination, review training, assessment, and strategic outreach.
* Collaborate with the director to facilitate first-year, transfer, UCBA Honors admissions, and related recruitment efforts.
* Present UHP and HHS program information during admissions events and trainings such as Open Houses, Admitted Bearcat Days, UHP Close-Ups, Travel Training, Counselor Fly-Ins and other similar opportunities.
* Participate in admissions committees comprising associate and assistant directors from colleges and partners such as the New Student Enrollment Network and The College Board.
* Cultivate relationships with college and program partners to support recruitment and program initiatives. Engage in outreach activities to strengthen the presence of the University Honors Program and Hoffman Honors Scholars within the university community.
* Utilize student information systems such as Catalyst, Slate, CART, and the UHP Student Database to assist program operations.

## Honors Ambassadors

* Manage a team of up to 45 UHP Ambassadors, including recruitment, selection, and training to foster leadership and professional development.
* Manage the Ambassador Leadership Team and facilitate the pre-approved experience.
* Provide mentorship and support to the first-year ambassador student ambassadors.
* Oversee ambassador engagement to support admissions, *Gateway to University Honors* classes, community events, and other opportunities.

## First-Year Experience

* Lead and develop the University Honors Program pre-sessions at Bearcats Bound Orientation.
* Hire, train, and support two student assistants to support orientation sessions.
* Coordinate with the Orientation and Admissions office staff to plan event logistics and communication to students and their guests.
* Coordinate UHP staff participation and training for Bearcats Bound Orientation.
* Develop presentations, activities, and materials for incoming students and their guests.
* Teach HNRS1010: Gateway to University Honors.
* Participate in the UHP First-Year Experience committee.

## General Responsibilities

* Conduct regular assessments of program activities, including the transition application process, ambassador involvement, and orientation participation.
* Respond to program-related inquiries from current and prospective students, faculty, staff, and the general public.
* Support the unit and the university’s visions, missions, values and strategic directions.
* Maintain program files and archives, including electronic databases.
* Serve on departmental and university committees as needed.
* Collaborate with staff, faculty, and students to achieve department and program goals.
* Perform related duties based on departmental need. This job description can change at any time.
* Will require flexible work schedule to include some evenings and weekends.

# Minimum Qualifications

* Master’s Degree
* Three (3) years of relevant experience in higher education, admissions, marketing, digital media, student affairs, or related areas
* Ability to work occasional evenings and weekends.

# Additional Qualifications Considered

* Strong oral, written communication and interpersonal skills
* Ability to work with others collaboratively to find solutions.
* Skills in Microsoft applications, particularly Excel and Powerpoint
* Familiarity with design or communication tools like Adobe, Canva, Instagram, and LinkedIn
* Flexible and adaptable.
* Aptitude and desire for learning new software and programs.
* Ability to manage multiple tasks at once and successfully prioritize responsibilities.
* Strong organizational skills and attention to detail.
* Ability to work independently and problem solve to meet task deadlines.
* Demonstrated commitment to equity and student success.

# Physical Requirements/Work Environment

* Office environment/no specific unusual physical or environmental demands.

# Application Process

Applicants must submit both a resume and a cover letter to be considered for this role.

# Compensation and Benefits

UC offers a wide array of complementary and affordable benefit options, to meet the financial, educational, health, and wellness needs of you and your family. Eligibility varies by position and FTE.

* Competitive salary of $59,000-62,000 based on education and experience
* Comprehensive insurance plans including medical, dental, vision, and prescription coverage.
* Flexible spending accounts and an award-winning employee wellness program, plus an employee assistance program.
* Financial security via our life and long-term disability insurance, accident and illness insurance, and retirement savings plans.
* Generous paid time off work options including vacation, sick leave, annual holidays, and winter season days in addition to paid parental leave.
* Tuition remission is available for employees and their eligible dependents.
* Enjoy discounts for on and off-campus activities and services.

The University of Cincinnati, as a multi-national and culturally diverse university, is committed to providing an inclusive, equitable and diverse place of learning and employment. As part of a complete job application you will be asked to include a Contribution to Diversity and Inclusion statement.

As a UC employee, and an employee of an Ohio public institution, if hired you will not contribute to the federal Social Security system, other than contributions to Medicare. Instead, UC employees have the option to contribute to a state retirement plan (OPERS, STRS) or an alternative retirement plan (ARP).

The University of Cincinnati is an Affirmative Action / Equal Opportunity Employer / Minority / Female / Disability / Veteran.