



WE HELP GREAT CAUSES SUCCEED.

JOB DESCRIPTION

YIELD COORDINATOR/DIRECTOR OF ADMITTED STUDENT EXPERIENCE

The role of the yield coordinator is to manage the relationships and experiences of admitted students to protect and ensure matriculation as well as their transition into the life of our campus community.

Reports to: Vice President for Enrollment

Contract period: 12 months

RESPONSIBILITIES

The Yield Coordinator shall:

1. Track and manage enrollment data for all admitted students.
2. Manage communication with admitted students and develop appropriate means and tools as necessary.
3. Coordinate with the Director of New Student Orientation to develop programs, create materials, manage registrations, recruit staffing, and generate themes and content relevant and consistent with admissions-related efforts.
4. Work with IT to oversee content for the new student portal and/or coordinate with all offices who communicate with new students to ensure coherent messaging.
5. Train campus-wide professionals who interact with new students to reflect institutional brand in all transactions.
6. Link Financial Aid staff with Admissions staff to ensure superior customer service exchanges.
7. Advise recruitment team in closing sales strategies; manage “hand-off” from recruitment team.
8. Develop and oversee strategies to yield incoming class shaped to university goals.
9. Collaborate with student services, especially residence life, health services and career planning to appropriately engage with new students.
10. Offer counsel regarding best practices to academic services related to advising across disciplines.
11. Develop and/or maintain links with the alumni office to promote early commitment to the institution and influence retention for long-term support of the institution.
12. Serve on the retention committee to advise the Vice President for Enrollment on matters related to the new student experience.