

**SCHOOL OF NURSING
UNIVERSITY OF ALABAMA AT BIRMINGHAM
Position Description**

**Office of Student Success
Program Manager II - Non-Traditional Program Recruiter
UAB Career Site #T231137**

SUMMARY:

This position is responsible for the coordination of recruitment, application, and advisement for innovative programs in the School of Nursing (SON) to include but not limited to the RN-BSN Program, and Joint Enrollment BSN Program, and online nursing programs. The Program Manager II provides input in the development of program plans and objectives with responsibility for achieving recruitment, application processing, and advisement objectives within defined parameters. Responsibilities include outreach, communications, prospect tracking, advisement, partner institution collaboration, and recruitment planning (both regionally and locally). The Program Manager II is directly responsible to the Program Director II – Student Recruitment-with a secondary report to the Assistant Dean for Student Success.

RESPONSIBILITIES:

1. Collaborate with faculty leadership and administration in the School of Nursing to develop, implement, coordinate, and evaluate a recruitment plan for the RN-BSN and Joint Enrollment BSN Programs, and online programs.
2. Collaborate with the faculty leadership and administration to develop, implement and coordinate new and innovative national and regional recruitment initiatives, to include virtual recruitment methods.
3. Facilitate and manage the application, admission, articulation, advisement, retention, and graduation processes of the RN-BSN and Joint Enrollment BSN Programs and other students as directed, to include but not limited to the review of transcripts of prospective students, application of policies for admissions, and arranging faculty-student interviews as appropriate.
4. Provides guidance and advice to students on course selection, course prerequisites, and career planning, course equivalency, and continuing higher education.
5. Collaborate with University level admissions, recruitment, and enrollment offices.
6. Partner with on campus faculty leadership and off-campus Joint Enrollment BSN partner institution stakeholders to facilitate program planning, Admission/Selection and Review committees.
7. Seek opportunities and recruit potential students through correspondence, virtual open houses, coordination of regional recruitment, and other recruitment mechanisms in conjunction with departments both internal and external to the SON.

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8. Represent the SON at recruitment and student events both internal and external to the School and University.
9. Collaborate with faculty leadership and administration to recommend marketing publications and advertisements that would best position the SON in the market.
10. Facilitate the input and coordination of information and maintenance of the database on recruitment to include but not limited to recruitment venue, attendees, inquiries, request for application, admissions processes, enrollment, and follow-up correspondence.
11. Counsel applicants seeking admission to non-traditional and online programs include advisement for non-accepted applicants for retention within the University.
12. Act in a caring and courteous manner toward all users in the following ways: use positive interpersonal skills to alleviate concerns and frustrations of students, other staff, and faculty; to provide assistance in a timely manner, reference appropriate procedures in calm and courteous manner; acts always in a professional and confidential manner with respect to all information and records.
13. In coordination with the SON Data Analyst/Registrar, provides data and information in regards to RN-BSN and Joint Enrollment BSN programs for recurring and non-recurring reports as needed.
14. Ethical conduct is a fundamental expectation for every UAB community member. All employees must abide by the standards of behavior outlined in the UAB Enterprise Code of Conduct.
15. Performs other related duties as directed to support the missions of the School of Nursing.

QUALIFICATIONS:

Position requires a master's degree, or bachelor's degree with 5 years of progressively responsible experience in program coordination and/or recruitment. Degree in Nursing preferred but not required. **This position requires regional travel to off-campus locations and may be remote with on campus requirements. Applicants need to have the ability to lift around forty pounds, have a valid driver's license, insurance, and their own mode of transportation.** Computer skills in Word, Excel, Access, PowerPoint, and UAB student information system. Strong interpersonal and organizational skills required. All work performed must be in accordance with SON and UAB policies and procedures and UAB Enterprise Code of Conduct.

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