

Executive Director 60X30 Online Initiatives

Job Description:

Education and Experience Requirement: Master degree in educational administration, business or related field. Five years of professional experience in leading and managing marketing communication, workforce development, community partnerships, training development, recruitment and corporate projects. Conversant with correspondence course processes, building strong internal and external partnerships, working with deans, department heads and other university personnel to ensure course information and offerings are up-to-date. Experience with banner, flexreg, developing and managing budgets, program innovation, adult education, and course evaluation. A combination of education, experience, and training that would produce the required knowledge and abilities could be considered. Doctorate preferred.

Nature & Purpose of Position: University recruitment, networking and driving business internally and externally, as well as identifying market data and intelligence in relation to the success of departments and the university as a whole.

Supervision Given and Received: Works under minimum direction from the Associate Vice President of Distance Learning and supervises employees.

Primary Responsibilities: Manages and leads office personnel, instructors, certificate program marketing and communications, workforce development, community partnerships, recruitment, corporate projects, project management functions and communication with deans and chairs regarding program recruitment, Continuing Education, Workforce and Correspondence course offerings. Create a culture of collaboration to set up every student for academic success and achievement through working with all university state holders. Lead the strategy, development, and production of recruitment content for SHSU Online and other departments. Build and foster partnerships with universities, community colleges and the community at large to facilitate student recruitment and an all-inclusive continuing education program. Foster partnerships across the university to position the institution for future enrollment success and envision and advise personnel on enrollment goals. Develop and implement an integrated marketing and strategic plan that communicates a clear and consistent SHSU Online Partnership identity to all internal and external constituencies with the objective of driving awareness and increasing enrollments in all university programs, Continuing Education and Correspondence. Develop new training modules for business partnerships. Leads the strategy, design and production of all SHSU Online communications blogs and social media. Develops departmental budgets and maintains accurate records of expenses and income. Oversee the production of payroll for Correspondence and Continuing Education and human resources functions for hiring recruitment and Continuing Education personnel. Performs other related duties as assigned.

Other Specifications: Must be able to work collaboratively with faculty and administrators in diverse disciplines towards the goal of professional development and enhancement of workforce development, undergraduate and graduate education. Excellent written and verbal communication capabilities. Must be effective in computer and related technology. Involved with important contacts such as, but not limited to, department heads, Deans, Vice Presidents, faculty, committees, the Texas Higher Education Coordinating Board, and state, regional and national agencies and organizations. Responsible for 60X 30.