



## ASSISTANT DIRECTOR FOR MILITARY AND VETERAN RECRUITMENT

### **The Position:**

SUNY System Administration is seeking an Assistant Director for Military and Veteran Recruitment to support the Office of Enrollment Management in the implementation of recruitment initiatives catered to encourage enrollment of military-affiliated students. SUNY is committed to increasing enrollment and success among both veterans and active military personnel and their families, and Chancellor King's 2024 State of the University agenda included creating this leadership role to spearhead those efforts System-wide. This dynamic position will be responsible for developing strategy, completing initiatives, and tracking and reporting on data focused on identifying, recruiting, and enrolling military-affiliated students across SUNY's 64 campuses.

The Office of Enrollment Management is responsible for the recruitment and enrollment of students and management of initiatives for the same across the SUNY System. The successful candidate will be primarily responsible for planning and developing strategy, completing initiatives, and tracking and reporting on data focused on identifying, recruiting, and enrolling veteran and active military students across SUNY's 64 campuses, as well as contributing to the comprehensive System recruitment efforts through those efforts. They will coordinate with other areas of Enrollment Management as part of a comprehensive enrollment strategy.

### **Duties and Responsibilities:**

- Develop, manage, and maintain the recruitment plan for SUNY System's recruitment of military and military-affiliated students
- Manage event planning and execution for recruitment, in concert with the Assistant Director for Enrollment Programs
- Initiate, develop, and coordinate outreach events for recruitment and veteran benefits awareness
- Contribute to communications and marketing plans designed to reach veterans through email, text, social media, print materials and marketing campaigns
- Manage communications to campuses regarding efforts and outcomes
- Responsible for contributing regular updates to Enrollment Management reporting structures
- Serve as the point of contact for SUNY campus admissions representatives involved in the recruitment of veteran and military-affiliated students
- Develop partnerships with national organizations, local service bases, and community-based organizations to establish best practices and increase the veteran population at SUNY
- Maintain a working knowledge of the Department of Veterans Affairs current policies, regulations, and procedures as well as government policies, federal mandates, and education codes
- Deliver information on policies and procedures of admissions, financial aid, and education benefits through both in-person and virtual modalities to prospective students



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- Maintain a strong sense of familiarity with SUNY's 64 campuses to communicate educational offerings to prospective students, including academic and support service offerings, internship opportunities, outcomes for alumni, and more
- Other duties as assigned

#### **Minimum Qualifications:**

- Bachelor's Degree
- At least five years of experience in enrollment management, student affairs, student support, or a related role
- At least three years of experience specific to veterans recruitment, benefits, supports or a related role
- Strong verbal and written communication skills
- Demonstrate commitment to diversity and inclusion and ability to work with diverse populations
- Demonstrate ability to create, manage, and report on a strategic project from end to end
- Ability to participate in evening and weekend activities

#### **Preferred Qualifications:**

- Valid driver's licence

#### **Additional Information:**

- Salary is dependent on a variety of factors, including but not limited to, experience, education, training, and certifications. The range for this position is \$70,000-\$80,000 annually.
- This position is SL-3 and is part of the United University Professions Union.
- Excellent Benefit Package which includes: NYS health insurance, free dental and vision coverage, competitive retirement options, tuition assistance, parental leave at full pay, and generous vacation, sick, and holiday time. Generous amount of time off: 13 days of paid holidays per year; 15 days of vacation and 15 days of sick time accrued for the first year of employment. Then increases thereafter. Please see our UUP benefits summary for additional information.
- This position will be based in Albany NY.
- Applicants must be currently authorized to work in the United States on a full-time basis.

#### **Process:**

Interested candidates are invited to [apply online](#). Please submit a cover letter, resume and four professional references when applying. The review of applications will begin immediately and continue until the position is filled.

To Apply: <https://sunysystem.interviewexchange.com/jobofferdetails.jsp?JOBID=178606>

#### **About the State University of New York (SUNY)**

The State University of New York is the largest comprehensive system of higher education in the United States, and more than 95 percent of all New Yorkers live within 30 miles of any one of SUNY's 64 colleges and universities. Across the system, SUNY has four academic health centers, five hospitals, four medical schools, two dental schools, a law school, the state's only college of optometry, and manages one US Department of Energy National Laboratory. In total, SUNY serves about 1.4 million students amongst its entire portfolio of credit- and non-credit-bearing courses and programs, continuing education, and community outreach programs.



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SUNY oversees nearly a quarter of academic research in New York. Research expenditures system-wide are nearly \$1.1 billion in fiscal year 2022, including significant contributions from students and faculty. There are more than three million SUNY alumni worldwide, and one in three New Yorkers with a college degree is a SUNY alum. To learn more about how SUNY creates opportunities, visit [www.suny.edu](http://www.suny.edu).

*Under the leadership of SUNY Chancellor John B. King Jr. and the SUNY Board of Trustees, SUNY has established four priority pillars: student success; research and scholarship; diversity, equity, and inclusion; and economic development and upward mobility.*

*State University of New York System Administration is an affirmative action, equal opportunity employer and does not discriminate on the basis of race, color, national origin, religion, creed, age, disability, sex, gender identity, sexual orientation, familial status, pregnancy, predisposing genetic characteristics, military status, domestic violence victim status, criminal conviction, or retaliation.*

*Pursuant to Executive Order 161, no State entity, as defined by the Executive Order, is permitted to ask, or mandate, in any form, that an applicant for employment provide his or her current compensation, or any prior compensation history, until such time as the applicant is extended a conditional offer of employment with compensation. If such information has been requested from you before such time, please contact the Governor's Office of Employee Relations at (518) 474-6988 or via email at [info@goer.ny.gov](mailto:info@goer.ny.gov)*