

Student Recruitment and Admissions Coordinator

The American University in Dubai invites qualified applicants to apply for the position of **Student Recruitment and Admissions Coordinator**.

The position objective is to support the Office of Student Recruitment and Admissions through identifying, targeting, and enrolling highly qualified candidates for AUD. This role involves strategic outreach, data analysis, effective communication, and providing comprehensive guidance and counseling to prospective students and stakeholders. The primary responsibility of this position is to support AUD programs in achieving their enrollment goals while ensuring a seamless and engaging admissions experience for all prospective students.

Principal Responsibilities:

- Identify and implement strategies to enhance AUD's visibility and reputation.
- Ensure a seamless and personalized approach by proactively engaging and guiding prospective students from initial inquiry through enrollment across multiple channels (phone, WhatsApp, Email, in-person) in a timely and accurate manner.
- Manage, optimize, and update the CRM system, ensuring accurate data entry, lead tracking, and pipeline management for all prospective students.
- Maintain accurate student records in the SIS system, ensuring data integrity and compliance with admissions policies.
- Conduct engaging presentations and information sessions at high schools, fairs, and other student-focused events both locally and internationally.
- Coordinate and schedule school visits, on-campus activities, recruitment travel to target markets, and student engagement events in collaboration with schools and event organizers.
- Welcome and assist walk-in students and families, providing campus tours and admissions counseling as needed.
- Coordinate with the Office of Communication on campaigns promoting Student Recruitment and Admissions events.
- Assist in analyzing recruitment data, tracking performance metrics, and generating reports to assess the effectiveness of recruitment efforts.

Competencies and Skills:

- Ability to work as part of a team and to work well under pressure with minimum supervision.
- Adaptability to change and challenges
- Excellent communication and presentation skills
- In-depth knowledge of the educational landscape
- Demonstrates Integrity and Accountability
- Proficiency in tracking recruitment metrics, analyzing trends, event planning, and data analysis.

Required Qualifications:

- Bachelor's degree in a relevant field.
- Three to five years of experience in admissions, recruitment, and education administration.
- Proficiency in Student Information Systems (SIS), CRM platforms, and digital recruitment tools
- Fluency in English (spoken and written)

Preferred Qualifications:

- Arabic proficiency is preferred

Applications will be accepted and evaluated until this position is filled.

Preference will be given to candidates who are already located in the UAE.

Interested applicants must submit the following required documents via email to recruitment@aud.edu.

Please state the title of the position as the subject of the email.

- Cover letter
- Updated CV
- Contact information of three (3) academic/professional references

No telephone calls, please.

While we thank all applicants for their interest, only those under consideration will be contacted for a follow-up interview.