

WORK VAPOR

Job Link: <https://workvapor.com/jobs/students-enrollment-and-marketing-manager-graduate-recruitment/>

STUDENTS ENROLLMENT AND MARKETING MANAGER/GRADUATE RECRUITMENT

HIRING ORGANIZATION

University of Colorado Boulder

EMPLOYMENT TYPE

Full-time, Part-time

BASE SALARY

USD 62400 - USD 70200

JOB LOCATION

United States

? Remote work from: United States

DESCRIPTION

Company: University of Colorado Boulder
Position: Enrollment and Marketing Manager
Industry: Higher Education / Enrollment Management
Location: Boulder (Hybrid)
Employment Type: Full Time, University Staff
Salary: \$62,400 – \$70,200 per year
HR Contact: Boulder Campus Human Resources
Email: Recruiting@colorado.edu

DATE POSTED

? 03/08/2026

Role Overview:

- Serve as primary recruiter for in-person graduate programs across ENVS including MENV, MS, and PhD
- Manage day-to-day recruitment operations, marketing, and communications for the department
- Lead a small team of graduate student assistants and coordinate cross-unit admissions workflows

Key Responsibilities:

- Track and manage prospective student communications via phone, email, and in-person touchpoints

- Develop and execute annual recruitment and marketing plans aligned with department goals
- Plan, coordinate, and run on-campus and virtual recruitment events and admitted student programs
- Maintain Slate admissions workflows and train faculty on application review processes
- Manage external recruitment outreach including fairs, partner relationships, and vendor coordination
- Lead marketing channels including website, email campaigns, social media, and print materials
- Track recruitment metrics, budget, and campaign performance for continuous improvement
- Hire, train, and supervise graduate student assistants supporting recruitment and marketing

Qualifications:

- Bachelor's degree in a relevant field required
- 3+ years professional experience in recruitment, marketing/communications, program coordination, or higher education administration
- Proficiency with MS Office and Adobe Creative Suite or Canva
- Experience with Slate admissions system preferred
- Strong event planning, communication, and project management skills
- Demonstrated commitment to equity, inclusion, and recruiting diverse applicant pools

Preferred:

- Master's degree or 4+ years relevant experience preferred
- Direct experience managing digital and print marketing campaigns and program budgeting

Benefits & Perks:

- Comprehensive medical, dental, and retirement plans
- Tuition assistance and professional development opportunities

- Generous paid time off and campus ECO Pass transit benefits
- Hybrid work with on-campus involvement as required by department needs

Application Details & Deadline:

- Apply through CU Boulder Jobs (materials not accepted via email)
- Submit resume and a cover letter describing how your experience aligns with the role
- Apply by March 29, 2026 for full consideration

How to Apply:

Send your resume and cover letter to Recruiting@colorado.edu

Contact Us:

- Boulder Campus Human Resources — Recruiting@colorado.edu