

# Sotheby's INSTITUTE OF ART

## Head of Enrollment Management (NYC)

### About Sotheby's Institute of Art

Founded in 1969 by Sotheby's auction house, the [Sotheby's Institute of Art](#) (SIA) is the first and foremost graduate school for the study of art and its markets. Located in one of the most vibrant art cities of the world, Sotheby's Institute of Art-New York (SIA-NY) has been an accredited member of the National Association of Schools of Art and Design (NASAD) since 1989 and holds degree-granting authority from the Regents of the State of New York. With campuses in New York, London, and Los Angeles, the Institute continues to offer innovative and progressive academic and professional training to prepare students for exciting careers in the art market. Today, the Institute's more than 6,000 alumni hold leadership positions worldwide in auction houses, galleries, art fairs, museums, and art organizations

### About the Position

To serve as a senior member of the Global Admissions and Recruitment team at Sotheby's Institute of Art (SIA), based in New York, with responsibilities for New York, London, and Los Angeles recruitment and admissions targets. The Head of Enrollment Management will focus primarily on student recruitment with the goal of increasing the quality and diversity of enrollment across MA programs at Sotheby's Institute of Art. The Head of Enrollment Management will also be an ambassador for all of SIA's program offerings in Semester, Summer Study, Pre-College, Online, Executive Education, and other partnerships and Non-Degree programs.

### Essential Duties and Responsibilities

Specific duties and responsibilities include the following, but the individual will also be expected to perform all the duties necessary, which are customarily performed by a person holding this position. Other duties may be assigned.

- Along with the Senior Director and wider recruitment team, lead the creation of an international and domestic student recruitment strategy that supports and grows student enrollment numbers on degree and non-degree programs.
- Using data from a number of sources, design and implement unique recruitment and yield events for students through each stage in the applicant journey.
- Work with Senior Director and Marketing to develop compelling recruitment materials and presentations that effectively communicate the unique qualities and value of the SIA programs.
- Plan global travel and recruitment activity within an established budget and utilize quantifiable analysis methods to evaluate its success.

- Build solid collaborative relationships with other stakeholders such as Faculty, Marketing and IT departments at SIA and BrandEd
- Provide regular analytical reports with accurate data and supporting documentation.
- Grow relationships with other universities and educational institutions for study abroad and partnership programs. Liaise with country representatives and agents, where appropriate to ensure the highest quality applicants from those countries.
- Manage NY admissions team and ensure there is a seamless applicant journey through SIA systems and processes.
- Provide a student-centred environment prioritizing the focus on a high level of customer service for prospective students and applicants.

### **Knowledge and Abilities**

To perform this job successfully, you must be able to perform each essential duty satisfactorily. The requirements listed here are representative of the knowledge, skill and ability required. Under the ADA, reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

- Knowledge of US and international graduate student recruitment channels
- Interest in art history and art markets
- Strong presentation skills
- Strong interpersonal skills and understanding of excellent customer service
- Highly organized and ability to multitask
- Ability to work well on their own and as part of a team
- Ability to be present in the office
- Ability to pass a background check
- Ability to travel domestically and internationally
- Support and embrace diversity

### **Education, Work Experience and/or Licensure**

- A minimum of 5 years of work experience in graduate enrollment management
- Bachelor's degree
- Strong IT skills including experience of using a CRM system, preferably Salesforce/Engage preparing and sending mail merges, using spreadsheets and databases, and creating statistical reports.
- Staff management experience

### **Language Skills**

- Fluency in English, other languages a plus

### **US Citizenship or Permanent Residence Status Required**

**Sotheby's Institute of Art offers a competitive salary that is based on education and experience.**

### **To Apply:**

- Email your **resume** and a **cover letter** to: [opportunities@sothebysinstitute.com](mailto:opportunities@sothebysinstitute.com)
- In the subject line of your email enter: **"Head of Enrollment"**

- Only qualified candidates should apply

**NO RECRUITERS**

**Sotheby's Institute of Art is an Equal Opportunity Employer**