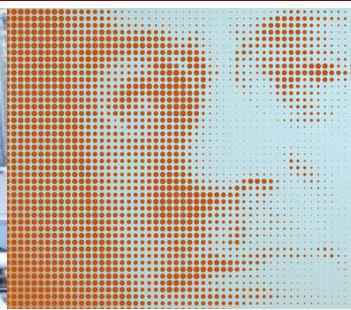
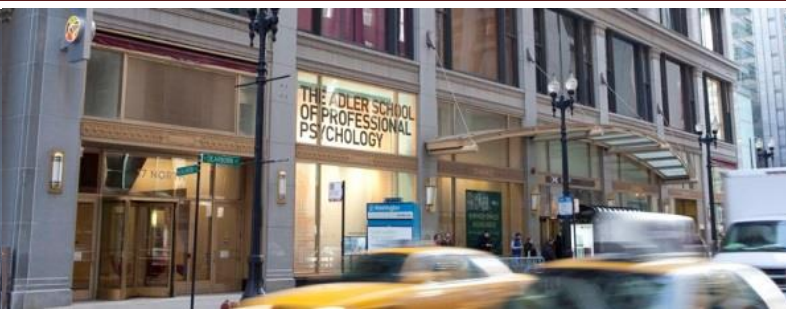


Adler School of Professional Psychology
Chicago, Illinois

Position Specifications

Director of Advertising & Lead Generation
September 2013

Prepared by:
Carrie Coward
President
Summit Search Solutions, Inc.



ADLER SCHOOL of Professional Psychology

www.adler.edu

THE OPPORTUNITY

Overview:

The **Adler School of Professional Psychology** seeks a **Director of Advertising & Lead Generation**. Founded in 1952, Adler is the oldest independent school of psychology in North America. The School provides broad graduate education with campuses in the heart of downtown Chicago (where this position is based) and downtown Vancouver, British Columbia. The Adler School continues the pioneering work of the first community psychologist, Alfred Adler, by graduating socially responsible practitioners, by engaging communities, and by advancing social justice. Adler School's doctoral and masters programs provide education in applications of psychology and related fields informed by both psychology and the School's social justice perspective.

The Adler School began offering online courses in 2007 and launched its first completely online degree programs in fall 2012 with the Master's in Criminology and Master's in Industrial/Organizational Psychology. Two more online degree programs will be offered in the fall of 2013 with the Master's in Psychology: Specialization in Military Psychology and Master's in Emergency Management Leadership. In the coming years, the School will be offering an increasing number of mission consistent academic programs outside of the field of psychology. Online programming will grow significantly across multiple disciplines and this position will lead the strategic charge for change and capacity building.

Three outcomes are specified in the School's Mission:

- Socially Responsible Practitioners: Socially responsible practitioners are educated to be effective personal and social change agents in the pursuit of justice.
- Community Engagement: Community engagement is collaborative partnership that strengthens communities, provides service, and prepares students.
- Social Justice: Social justice refers to equitable distribution of economic, political, civil, cultural, social, and other resources and opportunities in society in order to promote the optimal development of persons and communities.

To read more about the Adler School's mission, vision and values, see www.adler.edu/mission.

The Adler School has grown over the past decade from an enrollment of 185 in fall 2003 to an enrollment of 1,200 in fall 2012 with concurrent gains in the quality of its students. In 2011, the School built new campuses for both of its downtown locations. Adler School's services and programs include Adler Community Health Services, which provides psychological services to underserved communities; the Institutes for Social Change, which engage in research, education, and outreach; the LGBTQ Mental Health and Inclusion Center; and the Child Guidance Center. The Adler Board of Trustees has been recognized as a model for diversity and for excellence in governance. To read more see www.adler.edu.

Location: 17 North Dearborn Street, Chicago, IL 60602

The Position:

Reporting to the AVP of Marketing & Communications, the **Director of Advertising & Lead Generation** is a dynamic, self-motivated individual who will drive new student enrollment by improving the quantity and quality of prospective student leads and applications. This individual in this position will be directly responsible for the development and implementation of direct marketing strategies designed to meet enrollment goals for the School's Chicago, Vancouver and online programs. This individual will also be responsible for directing multiple external partners/agencies, monthly forecasting and weekly reporting.

This position's primary focus is to build and direct an exceptional team of external partners in a dynamic and shifting market environment. The ideal candidate should have a track record of success and experience in higher education.

Duties and Responsibilities:

- Develop and implement annual media plans with a focus on online marketing strategies
- Support admissions events through traditional and online advertising strategies
- Accurately forecast a lead generation budget to achieve new enrollment goals
- Determine and report ROI from various lead generation efforts, paid search, website directory listings, display banners, email campaigns, and print advertising
- Work to initiate relationships with new partners and lead negotiations with those partners
- Steward media buys to ensure media plans are executed properly
- Address campus-specific lead flow issues, diagnosing problems and taking appropriate actions to correct them in a timely fashion
- Ensure messaging is consistent and the School's style guide is properly utilized

Qualifications:

- Minimum of Bachelor's Degree in business or marketing related field required
- Master's degree in business or related field preferred
- 5-7 (or more) years of experience in online lead generation and traditional media planning (preferably in higher education) , including:
 - Search engine marketing (SEM)
 - Affiliate networks and lead aggregators
 - Banners and display ads
 - Print media
 - Radio
 - Direct mail & email
- Must be an analytical marketer; self-motivated and accountable for the results achieved
- Must understand the value proposition, including rationale and motivations of student enrollment
- Skilled at sourcing and testing new media, especially new interactive media
- Experience working with a higher education CRM
- Strong organizational and problem solving skills
- Excellent communication skills, both written and verbal

- Strong interpersonal skills, including a positive and professional attitude
- Proficiency with Microsoft Office Suite - with emphasis on Excel and PowerPoint

Why consider the opportunity?

- **Healthy, growing institution.** It is an exciting time to be a part of Adler School, which has seen 400% growth in the last seven years. The environment is fast paced and non-bureaucratic.
- **Mission driven.** Adler School is a mission driven institution with passionate students, faculty, and staff. The Director will contribute to new, creative, and mission linked programming.
- **Entrepreneurial role.** This position affords the opportunity to become the in-house “expert” and own the function. Your work will have direct influence over the continued growth of the department and the School.

The Adler School of Professional Psychology provides equal employment opportunities (EEO) to all employees and applicants for employment without regard to race, color, religion, gender, sexual orientation, national origin, age, disability, genetic information, marital status or status as a covered veteran in accordance with applicable state and local laws governing nondiscrimination in employment.

PROCEDURE FOR CANDIDACY

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Chicago, Illinois

Few cities in the world can match the character and culture of Chicago. Visitors and residents alike find world-class dining, museums, entertainment, and striking architecture in the largest and most visited city in the Midwest.

Chicago is the third most populous city in the United States with approximately 2.7 million residents. The city is traversed by the Chicago and Calumet rivers, and with many parks and green spaces the city offers stunning natural beauty along with an urban landscape. Lake Michigan offers a wonderful escape, and Chicagoans can stroll the shoreline, play volleyball, bike, or jog along the lakefront. The Chicago Park District consists of 552 parks with over 7,300 acres of municipal parkland. There are 33 sand beaches, two world-class conservatories, sixteen historic lagoons, and ten bird and wildlife gardens.



As a multicultural city that thrives on the harmony and diversity of its neighborhoods, Chicago today embodies the values of America's heartland – integrity, hard work, and community – and reflects the ideals in the social fabric of its 77 distinct neighborhoods. Some favorite ethnic communities to explore in Chicago include Greektown, Chinatown, Ukrainian Village, and Little Italy.

Chicago is recognized across the United States as a very passionate sports town with professional teams such as the Chicago Bears, Blackhawks, Bulls, Fire, Cubs, and White Sox.

The dining choices in Chicago area are as diverse as the people, and everything from ethnic food to contemporary and innovative dining can be found. The city is home to 23 Michelin-starred restaurants, with one three-star restaurant, Alinea. *Savour* magazine even dubbed Chicago “America’s new culinary star.”

Chicago has long been known for theatre, from big productions at landmark venues in Chicago’s downtown Theatre District to experimental works at small storefront theaters in outlying neighborhoods. In addition, Chicago's theatre community spawned modern improvisational theatre. When it comes to music, there are live performances of every kind every night of the week, although jazz and blues have a special place in the city’s cultural history.

Chicago is a travel hub, which means it’s easy to get to and from anywhere in the country or the world. Chicago is served by Midway International Airport on the south side and O’Hare International Airport, the world's third busiest airport, on the far northwest side. Once one is in Chicago, there are many convenient options for getting around, from bike paths and L trains to buses and cabs.

For additional information on Chicago, please visit:

<http://www.cityofchicago.org/city/en.html>
<http://www.explorechicago.org/city/en.html>