TTIP Student Recruitment Coordinator

higheredjobs.com/search/details.cfm

Department: Col of Engineering and Computing

Classification: Education Support Spec 3

Job Category: Classified Staff

Work Schedule: Full-time (1.0 FTE, 40 hrs/wk)

Location: Fairfax, VA

Workplace Type: Hybrid Eligible

Sponsorship Eligibility: Not eligible for visa sponsorship

Pay Band: 04

Salary: Starting at $60k; commensurate with education and experience

Criminal Background Check: Yes

Motor Vehicle Records Check: Yes

About the Department:

The Dean's Office is the lead executive office for the College of Engineering and Computing (CEC). The College's central goals and strategies are developed within the Dean's Office, and it serves as the main conduit between the College and other executive level offices within the University, as well as with the departments, programs, and centers within the College.

About the Position:

The TTIP Student Recruitment Coordinator coordinates the recruiting efforts of the College of Engineering and Computing (CEC) Tech Talent Initiative Program (TTIP). The Coordinator provides expertise on a portfolio of graduate programs, and optimizes the utilization of university resources. This includes developing relationships with internal and external stakeholders, specifically those on college campuses. Collaboration with program faculty and staff is essential to guide recruitment efforts. The duties may also include support of TTIP undergraduate degree programs as needed.

*Please note, this is not a 100% remote/virtual position, however it is telework friendly. Depending upon your department/office, you may have the ability to telework 1-3 days per week.

Responsibilities:

Development and Execution of Recruitment Plan for Masters-Level Tech Talent Initiative Program (TTIP):

- In conjunction with CECGS, develops and executes a recruitment plan for Masters-level TTIP programs within CEC. This includes engaging in the planning and execution of recruitment programming, which encompasses hosting virtual events, supporting tours of CEC with interested students, and traveling to college campuses for information sessions or large-scale recruitment events;
- Maintains awareness of services, programs, and courses within CEC, Tech Talent Initiative programs, and the university, and represents CEC and GMU to the college's and university's standards;
- Engages in implementation of digital marketing and proactive communication strategies to connect with prospective graduate students through various channels, including phone outreach, e-mail, text, and in-person or virtual admissions consultations;
- Identifies new populations for recruitment outreach which includes industry and state/federal agencies; and
- Promotes the Bachelors Accelerated Masters (BAM) program among current and prospective undergraduate students via activities such as classroom visits, BAM information sessions, and high-school events.

Data Analysis and Support of TTIP Program Enrollment:

- Maintains data on TTIP programs such as enrollment trends, TTIP job markets, starting salaries, and alumni outcomes; and
- Coordinates with various offices within GMU and CEC to support the TTIP program. This includes coordinating TTIP initiatives and recruitment campaigns, scheduling meetings, and managing deadlines.

Support of Student Application Process, Stage Progression, and Yield Obtainment:

- Implements strategies to optimize conversion between application stages, and helps in creation of associated communication plans;
- Focuses on encouraging quality candidates to advance in their application journey while immersing them in the brand and culture of George Mason University, the College of Engineering and Computing, and their program of interest; and
- Collaborates with Enrollment Management on the creation and execution of communication plans at each new student enrollment funnel stage.

Assist with Recruitment for Undergraduate TTIP Programs:

Coordinates with the CEC Undergraduate Studies office on recruitment efforts including visits to/from high school and community college groups (student organizations, camps, clubs, etc.) affiliated with TTIP majors.

Performs other duties as assigned.

Required Qualifications:

- High school diploma or equivalent;
- Demonstrated work experience in a related professional setting, and experience with administrative tasks;
- Demonstrated work experience in higher education admissions, student recruitment, and/or enrollment management, or sales, retail, or service;
- Proficiency with Microsoft Office Suite;
- Customer and service oriented approach;
- Strong interpersonal skills;
- Well-written, strong group and 1-on-1 communication skills, and ethical decision making;
- Ability to work respectfully and professionally with a diverse group of stakeholders;
- Ability to manage time and make good prioritization decisions; and
- Must currently possess an appropriate, active, valid motor vehicle operator's license that meets all of GMU's requirements for operating state vehicles and equipment under Mason's Vehicle Use Policy 1411 https://universitypolicy.gmu.edu/policies/vehicle-use/. The Office of Risk Management reserves the right to review the driver's licenses and Motor Vehicle Reports (MVRs) of all candidates selected with employment contingent upon a favorable review.

Preferred Qualifications:

- Bachelor's degree in related field;
- Hands on experience in financial processes and/or data analysis/reporting;
- Knowledge of higher education recruitment and admission best practices, College of Engineering and Computing curriculum and mission, and institutional financial procedures;

- Salesforce CRM proficiency, data analytics proficiency, generative AI to optimize efficiency; and
- Multi-lingual.

Instructions to Applicants:

For full consideration, applicants must apply for the ***TTIP Student Recruitment Coordinator*** at https://jobs.gmu.edu/. Complete and submit the online application to include three professional references with contact information, and provide a cover letter and resume for review.

Posting Open Date: January 28, 2026

For Full Consideration, Apply by: February 11, 2026

Open Until Filled: Yes

A Force for Innovation in the Heart of Northern Virginia's Technology Corridor

About the College

The College of Engineering and Computing (CEC) at George Mason University is a fast-growing force for innovation in research and education. Ranked nationally in the top 100 in both undergraduate and graduate education, the CEC enrolled a record high of 10,933 students in fall 2023. The college has 34 undergraduate, master's, and doctoral degree programs including several first-in-the-nation offerings. Of its 320 full-time faculty, 93 are tenured, 77 are tenure-track, 90 are term faculty, and 60 are research faculty. As part of a nationally ranked research university, CEC research teams expended $65 million in sponsored research awards in the past year and had projects with over $119 million in current and anticipated awards. The college stands out for its leading research in areas such as artificial intelligence, data analytics engineering, cybersecurity engineering, biomedical imaging and devices, healthcare, autonomous systems, 5G/Next G communications, systems architecture, computational biomedicine, advanced materials and manufacturing, sustainable infrastructure, and more. The college encourages and supports multidisciplinary research and provides ample opportunity for faculty to work with other disciplines.

About the University and the Region

George Mason University is the largest and most diverse public research university in Virginia, with an enrollment of more than 40,000 students studying in over 200 degree programs. Mason is an innovative, entrepreneurial institution with national distinction in a range of academic fields. It was classified as an R1 research institution in 2016 by the Carnegie Classifications of Institutes of Higher Education. The university has campuses in Fairfax, Arlington, and Prince William County. Its proximity to Washington, D.C. provides

unmatched geographical access to federal agencies and national laboratories. Northern Virginia is also home to one of the largest concentrations of high-tech firms in the nation, providing excellent opportunities for interaction with industry. The region is consistently rated as being among the best places to live in the country and has an outstanding local public school system.

About the Future

In conjunction with Amazon's decision to establish a second headquarters in Northern Virginia, the Commonwealth of Virginia announced a multi-year plan to invest in the growth of degree programs in computing. As a result, Mason has committed to accelerate its plans to grow its capacity in computing and high-tech fields. Among the university's exciting initiatives are the launch of the Institute for Digital Innovation-a university think tank and incubator to serve the digital economy-and the expansion of Mason Square, home to its Arlington facilities. In 2025, Fuse, a new 355,000 square foot building, will open to students, faculty, and research teams. This net-zero facility will house the Institute for Digital Innovation, state-of the-art classrooms, labs, and collaborative spaces. It will also include retail space, and leasing opportunities for local businesses. These initiatives reflect hundreds of millions of dollars in new investment by Mason that will rapidly elevate the university's already leading national position in computing and related areas.
George Mason University is an equal opportunity employer encouraging diversity.