

Kristine Sikora, PhD

Associate Dean and Director of Recruitment, Marketing & Communications

Supervisor: Jennifer Richer

Supervisory: Rawaa Abdulrahman

JOB SUMMARY

- Provide leadership, administrative, technological, and communication services to the CU Anschutz Graduate School.
- Develop, lead, and manage recruitment, marketing, and communication initiatives for CU Anschutz Medical Campus master's, doctoral, and certificate programs, and non-degree pathways.
- Create and execute a comprehensive and targeted recruitment and marketing plan to support the enrollment and admissions process, from generating leads through student matriculation.
- Work collaboratively with senior university leadership and key constituents to meet annual recruiting, admissions, enrollment, and growth targets.
- Represent the Graduate School in key campus conversations around marketing, communications, student affairs, DEI, recruitment, information technology, technological applications (Sitefinity and Slate), and admissions.

DUTIES

Administrative & Supervisory

- Assign and supervise activities of student assistants.
- Provide letters of support and recruitment and marketing summaries for training and supplement grant applications and renewals (i.e. NIH T15, R25, T32, etc.).
- Serve as the Graduate School representative on committees related to Slate, recruitment, marketing, communications, branding, digital education, information technology/OIT, Sitefinity, DEI, and Academic and Student Affairs Leadership (ASAL).
- Serve as the liaison between CU Anschutz and WICHE to ensure WRGP compliance, review WRGP eligibility for new programs, manage the CU Anschutz WRGP account, provide WRGP enrollment data.
- Provide seminars, workshops, and programming about graduate school and graduate admissions to undergraduate research, summer, and outreach programs.
- Provide administrative support and advocate for graduate-focused campus organizations (i.e. SACNAS, Graduate Student Council, WiSTEM, etc.).

Recruitment, Marketing, & Communications

- Conceptualize and develop marketing and communication tools and collateral across multiple media platforms (i.e. Slate CRM, Sitefinity CMS, print and digital flyers and brochures, social media platforms, online program databases, etc.).
- Work with counterparts in the CU Denver and CU Anschutz schools to synergize recruitment efforts geared toward graduate and professional students. Ex: help to develop campus-wide recruitment events, organize campus tours, host virtual and in-person information sessions, and share prospective student information.
- Coordinate efforts of current faculty, students, and staff within all departments and programs to maximize efficiency and effectiveness of internal program initiatives.

Graduate School Staff – Spring 2023

- Develop strategies for increasing the size, strength, and diversity among the graduate applicant pool.
- In collaboration with International Admissions, develop and implement a strategy for international graduate and professional student recruitment.
- Create pipelines into programs by establishing a network and maintaining relationships with industries, companies, research programs, and undergraduate institutions.
- Track and provide data and analytics regarding the effectiveness of recruitment initiatives on number of graduate applications and enrollment.
- Maintain and ensure adherence to university branding standards throughout external-facing communications and marketing efforts.
- Develop and implement a social media strategy for the Graduate School and leverage accounts (Twitter, Facebook, LinkedIn, and Instagram) in graduate program paid advertising.
- Identify key recruitment events and conferences (i.e. SACNAS, ABRCMS, AISES, graduate school fairs, NCUR, etc.), organize registration and exhibiting logistics, and ensure campus and/or program representation.

Admissions and Application

- Build, edit, open, and close Slate applications and advise on application language and best practices as it revolves around holistic admissions.
- Review requests for, and apply, application fee waivers.
- Serve as the representative on committees related to Slate governance, CU-SIS integrations, Slate CRM, and graduate admissions.
- Serve as a liaison between Slate users and OIT.

Technology

- Train, advise, and communicate new enhancements and technical changes to application and CMS platforms (ie Slate and Sitefinity) to end users.
- Serve as the license holder and point person for eComm tools (i.e. Salesforce, Marketing Cloud, and Cvent).
- Build, update, and optimize Graduate School, program, and campus organization websites for SEO, mobile responsiveness, accessibility, and brand compliance.
- Create and edit Graduate School forms.
- Maintain databases of reusable content from which programs can pull resources (forms, flyers, images, campus resources, etc.)
- Resolve graduate duplicate IDs and Slate records.
- Assess and implement technical tools that may enhance recruitment, marketing, communications, application processes, etc.