

[Your Full Name]

[Your Address]

[Phone Number] | [Email Address]

[LinkedIn Profile URL]

[Date]

[Hiring Manager Name]

[Title, e.g., Vice President of Enrollment]

[Institution/University Name]

[Department Address]

Dear [Mr./Ms./Dr. Last Name],

Regarding the Senior Director of Admissions and Recruitment opening at [Institution Name], I am writing to express my interest in leading your enrollment strategies and growth initiatives. With over [Number] years of experience in higher education leadership, I have a proven track record of exceeding enrollment targets through data-driven recruitment and innovative marketing outreach.

In my previous role as [Current/Previous Title] at [Previous Institution], I successfully [mention a specific achievement, e.g., increased freshman yield by X% or overhauled the CRM integration process]. My approach focuses on blending traditional recruitment tactics with modern digital analytics to identify and engage diverse student populations. I am particularly drawn to [Institution Name] because of its commitment to [mention a specific institutional value or recent project].

I am confident that my expertise in financial aid leveraging, territory management, and team leadership will allow me to contribute significantly to the [Institution Name] admissions office. I look forward to the possibility of discussing how my strategic vision aligns with your enrollment goals for the upcoming academic cycle.

Thank you for your time and consideration.

Sincerely,

[Your Signature (if sending by mail)]

[Your Typed Name]