

POSITION DESCRIPTION

TITLE: Director of Admissions - (Exempt)

Collective Bargaining - Ineligible - Managerial

Definition - The Board approved definition of a managerial employee is an employee who is engaged predominantly in executive and management functions of the College or who is designated with the responsibility of directing the implementation of management policies and practices and who customarily and regularly exercises discretion and independent judgment in directing the implementation of management policies and practices.

This is a management position. The incumbent is accountable for supporting the mission, goals, and objectives of the College and is expected to administer the policies and procedures defined in the Employee Handbook as approved by the President and the Board of Trustees.

JOB SUMMARY:

The Director of Admissions reports to the Vice President for Enrollment Management (VPEM) and is a senior member of the VPEM's team. S/he works closely with the VPEM to develop and refine robust and innovative strategies designed to meet the enrollment goals of the College. Leading the admissions team, and working in collaboration with Enrollment Management and campus colleagues, the Director is responsible for the implementation, execution and assessment of an innovative goal and mission-driven strategic plan throughout all phases of the new student recruitment, admission, enrollment and matriculation process. The Director will have the managerial and strategic background necessary to provide exemplary and enthusiastic leadership for all on and off campus constituents engaged in the recruitment effort in a fast-paced environment with high expectations. The Director will be a creative thinker, quantitatively inclined, with high energy, a competitive spirit, intellectual curiosity, strong character, discipline, and a commitment to staff development in order to bring best practice, excellence and innovation to this institutionally-critical role.

ESSENTIAL DUTIES AND RESPONSIBILITIES:

(Note: These examples are intended only as illustrations of the various types of work performed in positions allocated to this class. The omission of specific statements of duties does not exclude them from the position if the work is similar, related, or a logical assignment to the position.)

- Responsible for following and applying the policies and procedures as defined in the Memorandum of Understanding (MOU) and/or the employee handbook.
- Collaborates with the VPEM to develop and refine a robust and innovative data-driven and goal-oriented recruitment strategy designed to meet the enrollment goals of the College.
- Oversees the planning, execution and assessment of the recruitment plan, including all on and off campus recruitment activities for prospective students, families, secondary school and transfer counselors, community based organizations, and others engaged in the college choice process.
- Provides exemplary and enthusiastic leadership and oversight of a goal-oriented, mission-driven admission organization using state of the art and innovative techniques and technology in the recruitment, admission, and enrollment of new students in support of the College's strategic plan.

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- Responsible for the effective and cohesive integration of day-to-day policies, practices and procedures of the Office of Admission including recruitment, communications, application evaluation and decisioning, reporting, and staff development.
- Responsible for the hiring, training, supervision, motivation, support, and assessment of admission staff, ensuring that all staff effectively deliver consistent and accurate messaging along with high quality service to prospective students, their families, counselors, campus colleagues, and other constituents throughout the recruitment and enrollment process.
- Responsible for achieving new student enrollment goals, and training and evaluating staff to meet established individual and office goals.
- Oversees the development of student and alumni admission ambassador groups.
- Prepares and manages the recruitment budget.
- Develops, documents, implements, monitors, and assesses an application evaluation and admission selection process, ensuring that applicable policies and procedures are documented, align with institutional values, and reflect institutional enrollment goals.
- Prepares, analyzes, monitors, and communicates comparative admissions and enrollment data/reports on a regular basis to make well informed decisions assessing recruitment and admission efforts and adapting innovative strategies.
- Serves in a leadership role as an integral member of the enrollment strategy and operations group and other committees focused on the recruitment and enrollment of new students.
- Collaborates with the Director of Financial Aid to engage the financial aid team in the recruitment process, ensure the timely release of decisions, and to optimize the use of aid in order to maximize yield while managing the discount rate.
- Collaborates with College marketing staff to ensure that a robust and effective multi-channel recruitment marketing communications plan is developed and implemented as an integral part of the overall recruitment strategy.
- Works closely with third party vendors in regard to recruitment strategies and implementation.
- Cultivates effective and strong faculty and staff professional working relationships and involvement in recruitment and enrollment initiatives.
- Plays an active and measurable role in increasing awareness and interest in the College throughout the region, nationally and internationally while clearly, accurately, and enthusiastically articulating compelling information about SMCM's programs, admission criteria, financial aid, and student life.
- Identifies and cultivates relationships with internal and external constituencies and partners.
- Demonstrates a commitment to staff development and actively contributes to the Enrollment Management division welfare.

MINIMUM QUALIFICATIONS:

- Education: A Bachelor's degree in a related field is required; Master's degree preferred.
- Experience: Must have at least five to seven years of progressively responsible leadership experience in undergraduate admission with significant experience in recruitment, staff supervision, communications, strategic planning, and data analysis.
- Evidence of demonstrated planning, organizational, customer service, leadership and supervisory skills.
- Demonstrated success in meeting or exceeding quantitative and qualitative enrollment goals.
- Knowledge of national and international trends and developments in recruitment and admission for the purposes of modeling and strategic planning.
- Strong quantitative and analytical prowess, and knowledge and experience with cutting-edge technologies in the enrollment area and reporting.
- Approachable and diplomatic with well-developed oral and written communication skills, including effective public speaking and presentation skills, the ability to take initiative, exercise sound judgement and manage multiple and, sometimes competing, priorities.
- Proven commitment to diversity, equity and inclusion; demonstrated ability to create and maintain positive working relationships with people of diverse backgrounds and perspectives.
- Ability to lead and supervise staff and handle personnel matters creatively and diplomatically.
- High level of understanding and commitment to the liberal arts.
- Valid driver's license.
- Ability to travel; ability to work evenings and weekends.
- Physical ability to perform essential functions of the position with or without reasonable accommodation. The work environment of this position is in an office, on the College campus for events, in the high schools/colleges and business environments for recruitment visit purposes. Events and recruiting environments require standing for prolonged periods of time, lifting at least 50 pound boxes of recruitment materials, and walking; the office environment requires sitting; data entry, texting and telephoning prospective students, parents, etc.
- Any combination of acceptable education and experience, which has provided the necessary knowledge and skills to fulfill the requirements of this position, may be considered.