

POSITION DESCRIPTION

TITLE: Assistant Director of Admission for Visitor Relations - (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:

Reporting to the Director of Admission, the Assistant Director of Admission for Visitor Relations will effectively recruit and enroll new students who contribute to the mission and goals of St Mary's College of Maryland as part of a comprehensive enrollment plan. The Assistant Director for Visitor Relations will work with faculty, staff and students in the development and implementation of a sophisticated campus visitor plan and experience designed to effectively and genuinely convey the benefits of the St. Mary's College experience to prospective students, their families and other stakeholders in the college admission process. S/he will oversee the development of a best-in-class Student Ambassador program. General responsibilities include recruitment travel and programming in assigned territories, counseling, interviewing and communicating with prospective students, meeting with college counselors and other stakeholders in the college admission process, evaluation of applications, and attendance at on campus recruitment events. Additional responsibilities will be assigned by the director.

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 the policies and procedures as defined in the employee handbook.
- Responsible for specific programs as assigned by the director. Responsibility to include planning and coordination with other professional staff.
- Effectively communicates the St. Mary's College brand, programs, and value proposition.
- Plans, schedules, implements, and assesses a robust recruitment travel schedule in assigned territories. The recruitment schedule will include high school and community college visits, college fairs, community based organization outreach, secondary school and counselor outreach, etc. designed to effectively communicate the St. Mary's College brand, programs, and value proposition.
- Develops, implements, manages and assesses a campus visitation program that creatively and effectively contributes to meeting institutional enrollment goals.

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- Ensures that the day to day delivery of information sessions, tours, bus tours/group visits and other on campus recruitment events is of the highest quality as measured by program evaluation.
- Ensures that the campus visit experience meet the needs of all first year, transfer, domestic, international, multicultural and other prospective student populations.
- Develops, manages, and assesses a student ambassador program, including an off campus outreach program, that reflects best practices.
- Working with admission and campus colleagues ensures that staff and student ambassadors are well trained for the delivery of admission information sessions, campus tours and other admissions-related presentations.
- Provide timely and relevant campus visit reports, including an annual report, regarding progress towards measurable outcomes and goals.
- Assists with the planning and conducting of on-campus-recruitment events, such as open houses, admitted student days, etc.
- Presents admission information sessions and interviews prospective students who visit campus to determine their suitability for study at St. Mary's College.
- Reviews, analyzes and processes applications for admission following all policies, processes, procedures and guidelines of the admission application review process.
- Actively contributes to a positive office and work environment.
- Some evening and weekend hours required.
- Four to six weeks of travel per year.

MINIMUM QUALIFICATIONS:

- Education: Bachelor's degree and a commitment and understanding of issues and concerns of high school and college-age students. Master's degree desirable.
- Experience: Two years' experience in admissions counseling, visitor relations or equivalent experience.
- Must have a valid driver's license and be eligible to drive leased automobiles.
- Ability to lift at least 25 pounds.
- Working knowledge of various computer software packages; i.e., word processing, spreadsheet applications, and data base management is desirable.
- Strong speaking and writing skills are essential.

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- Ability to effectively articulate the St. Mary's College brand and value proposition in a compelling way.
- Ability to interact with diverse groups of people.
- 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.