

## POSITION DESCRIPTION

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**TITLE: Assistant Director of Admission – (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.**

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### **JOB SUMMARY:**

Reporting to the Director of Admission, the Assistant Director will enthusiastically and effectively recruit new students to fulfill the mission and goals as set forth in the strategic enrollment plan. The Assistant Director will be assigned the responsibility for the management of specific program(s) based on background, skills, and experience. General responsibilities include counseling, interviewing, and communicating with prospective students and their families, secondary school counselors, and transfer advisors; extensive travel and programming in assigned territories to achieve set goals; cultivating professional relationships with high school and transfer counselors and other constituents involved in the college admissions process; evaluation of applications for admission, and attendance at on and off campus recruitment events.

### **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.
- Effectively and enthusiastically communicates the St. Mary's College of Maryland brand, programs, and value proposition.
- Responsible for the management of specific programs as assigned by the director. Responsibility to include planning and coordination with other professional staff. The programs may include, but are not limited to, event planning, communication and marketing plan development, social media programming, recruitment of specific populations such as underrepresented or transfer students, coordination with college departments, strategic travel planning and oversight, and the design and writing of both print and digital admissions materials.
- Plans, schedules and implements a robust recruitment travel schedule in assigned territories. The recruitment schedule will include high school and community college visits, college fairs, interviews, community-based organization outreach, secondary school and counselor outreach.
- Conducts information sessions, counsel and interview prospective students who visit campus.

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- Reviews, evaluates, 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.
- Nine to twelve weeks of travel per year.

**MINIMUM QUALIFICATIONS:**

- Education: Bachelor's degree required. Master's degree desirable.
- Experience: Two years' experience in college admission counseling or equivalent experience.
- Must possess a valid driver's license and be eligible to drive leased vehicles.
- Ability to lift at least twenty-five (25) pounds.
- Working knowledge of various computer software packages; i.e., word processing, spreadsheet applications, and data base management.
- Demonstrated ability to communicate effectively both verbally and in writing.
- Demonstrated ability to represent the College in a variety of settings.
- Experience interacting with a diverse array of people and perspectives, and the demonstrated ability to see the world through other lenses and perspectives.
- 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.