

POSITION DESCRIPTION

TITLE: Regional Associate Director of Admission for Access and Partnerships – (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 Regional Associate Director of Admission for Access and Partnerships will be responsible for increasing interest in the College's brand by enthusiastically and effectively engaging prospective students, their families, secondary school and transfer counselors, community-based organizations, strategic pipeline programs, and alumni. The Regional Associate Director will develop, execute, and assess a recruitment strategy that will meet a range of institutional enrollment goals with particular attention to underserved and underrepresented populations,. In this capacity they will contribute to the training and development of staff to ensure they are prepared to effectively work with students and families from underserved communities. They will be the primary contact developing and managing the College's relationships with strategic pipeline partners, community-based organizations, and on-campus partners who support underserved student Other responsibilities will be assigned by the Director of Admission. General responsibilities include extensive recruitment travel in assigned territories, stakeholder engagement and programming, meeting with prospective students and their families, evaluation of applications, attendance at on and off campus signature events, and other duties relevant to the position.

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 thorough knowledge and understanding of the College's academic and student life programs and community.
- Develops, implements, and assesses a territory based new student recruitment strategy based in, but not limited to, Baltimore City and Prince George's County, Maryland; and Washington, D.C. throughout the year that will meet a range of institutional enrollment goals.
- Plans, schedules, and implements a robust recruitment travel schedule that meets the needs of the communities within assigned territories. The recruitment schedule will include high school and community college visits, college fairs, interviews engagement with community-based organizations and other events designed to increase interest in the College throughout the enrollment funnel.

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- Builds enthusiastic and effective relationships with secondary school college counselors, transfer counselors, community-based organization counselors, independent counselors and others ensuring that they are well-versed in the College's programs.
- In partnership with staff responsible for on-campus visit programs, develops, hosts and assesses on campus recruitment programs designed to meet the needs of underrepresented students.
- Effectively engages faculty, staff and students in recruitment programs designed to increase interest in the College by students and families from underserved communities.
- Coordinates, stewards and enhances the College's relationships with our current strategic pipeline programs and appropriate on-campus partners, and works to identify and develop relationships with similar access-oriented programs
- Supports the recruitment of underserved community college transfer students under the guidance of the Director of Transfer Recruitment, Admission and Services
- Evaluates and processes applications for admission and serves on the admission committee.
- Supervises student staff/interns assigned to support the recruitment of prospective students from diverse communities.
- Executes responsibilities in an environment that provides a high level of autonomy while keeping supervisor informed of progress towards attainment of admission objectives.
- Completes activity reports as required.
- Contributes to a positive and engaged workplace culture.

MINIMUM QUALIFICATIONS:

- Education: Bachelor's degree and a commitment and understanding of issues and concerns of secondary school and college-age students, their families and other influencers. Master's degree is desirable.
- Experience: Five (5) to seven (7) years of experience in college admission counseling or equivalent related experience.
- Demonstrated commitment to the values of liberal arts education and ability to effectively articulate and represent the brand of St. Mary's College as The National Public Honors College to external audiences.
- Ability to work effectively with diverse groups of people.
- Evidence of excellent planning, organizational and customer service skills.
- Exceptional interpersonal, organizational and communication skills.

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- Demonstrated ability to think strategically, take initiative, work independently, exercise sound decision-making, and manage multiple priorities.
- Proven ability to establish priorities and manage time wisely.
- Ability to effectively communicate in Spanish desired.
- Must possess a valid driver's license and be eligible to drive leased automobiles.
- Physical ability to perform essential functions of the position with or without reasonable accommodation. The work environment for this position is in an office, on the College campus for events, at secondary schools, colleges, and business environments for recruitment visit purposes. Events and recruiting programs require standing for prolonged periods of time, lifting at least fifty (50) pound boxes of recruitment materials, and walking; the office environment requires sitting; data entry, texting and telephoning prospective students, parents, etc.
- Working knowledge of computer software packages i.e., word processing, spreadsheet applications, and database management. Experience with Slate is preferred.
- Ability to lift approximately fifty (50) pounds.
- 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.