

POSITION DESCRIPTION

TITLE: Associate 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.

JOB SUMMARY:

The Associate Director of Admission reports directly to the Director of Admission. As the second in command, the Associate Director serves in a leadership role overseeing staff, programming, and essential admission business areas. S/he will represent the Director when appropriate. The Associate Director will enthusiastically and 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. 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 and off 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 and applying the policies and procedures as defined in the Memorandum of Understanding (MOU) and/or the employee handbook.
- Responsible for overseeing specific business areas as assigned by the Director. Responsibility to include well-executed planning and coordination with other professional staff in the unit and across campus.
- Leads and manages staff in their responsibilities as assigned by the Director.
- Represents the Director of Admission as assigned.
- Effectively communicates the St. Mary's College brand, programs, and value proposition.
- Analyzes institutional and external data and trends and advises the Director and enrollment management leadership on initiatives and best practices for recruitment programs for the populations the College seeks to enroll.

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- Plans, implements, executes and assesses a well-researched, data driven recruitment strategy in assigned territories as part of an overall recruitment plan. The recruitment schedule will include secondary 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 to diverse populations.
- Provides timely and relevant reports, including an annual report, regarding progress towards measurable outcomes and goals.
- Reviews, analyzes and processes applications for admission as part of the application review process.
- Actively contributes to a positive office and work environment.
- Some evening and weekend hours required.
- Six to eight weeks of travel per year.

MINIMUM QUALIFICATIONS:

- Education: Bachelor's degree required. Master's degree preferred.
- Experience: Five or more years of experience in undergraduate admission with experience overseeing staff and/or programs.
- Understanding of contemporary recruitment techniques, including the use of technology and social media, in the recruitment and enrollment lifecycle.
- Knowledge of current demographic and enrollment trends.
- Goal oriented with demonstrated success meeting goals.
- Ability to thrive and contribute in a fast-paced environment.
- Preferred experience with Slate.
- Must have a valid driver's license and be eligible to drive leased or rented automobiles.
- Ability to lift at least 25 pounds.
- Strong attention to detail.
- Exceptional interpersonal and communication skills.
- 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