

## POSITION DESCRIPTION

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**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.**

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### **JOB SUMMARY:**

Reporting to the Director of Admission, the Associate Director of Admission 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 Associate Director of Admission will provide vision and leadership in developing and promoting a culture of inclusive diversity and equity in admission practices, policies, and procedures. This will include developing, documenting, implementing, and assessing creative, data-driven, and culturally-informed recruitment strategies designed to meet institutional goals for underrepresented students. Due to the nature and focus of this work, the Associate Director will engage current students, faculty, staff, alumni and others in the recruitment process. General responsibilities include extensive recruitment travel and programming on campus and in assigned territories, counseling, interviewing and communicating with prospective students, meeting with college counselors and other stakeholders in the college admission process, application evaluation, 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.
- Analyzes institutional and external data and trends for specific populations and recommends initiatives and best practices to ensure the inclusion of marginalized, underserved, and underrepresented populations in the recruitment, admission and enrollment process.

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- 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, 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, executes and assesses a well-researched, data driven recruitment strategy for underrepresented students and their families as part of an overall recruitment plan.
- Serves as an advisor on issues and policies involving inclusive diversity and how these relate to ensuring that underrepresented students and their families are well-served.
- Ensures that the needs and perspectives of underrepresented students and their families are being met in traditional and digital (web, social media, etc.) communication plans in collaboration with enrollment management and campus colleagues.
- Identifies and builds key partnerships on campus, with community-based organizations and other entities that work with youth and facilitates admission staff development of these relationships in their assigned territories.
- Engages current students, faculty, staff, and external stakeholders such as alumni and community based-organizations in recruitment and enrollment initiatives and programming.
- Develops, coordinates and leads recruitment and yield programs for marginalized, underserved, and underrepresented student populations.
- Leads training that contributes to the understanding and behavioral expectations of inclusive diversity and fosters a climate that acknowledges and respects the value of all its members.
- Serves as the admission liaison to the DeSousa Brent Scholars and other pipeline programs.
- Provides mentorship, leadership, and guidance for staff in areas pertaining to the recruitment of an increasingly diverse student body.
- 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.
- Eight to ten weeks of travel per year.

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**MINIMUM QUALIFICATIONS:**

- Education: Bachelor's degree required. Master's degree preferred.
- Experience: Four or more years of experience in Admission with experience working with diverse populations and supervising, guiding, and advising staff.
- Must have a valid driver's license and be eligible to drive leased vehicles.
- Ability to lift at least 25 pounds.
- Strong attention to detail.
- Demonstrated ability to communicate effectively both verbally and in writing
- Strength in interacting with a diverse array of people and perspectives, and the ability to see the world from 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.