

**CROWDER COLLEGE
POSITION DESCRIPTION**

Status: FT, 12 months,	Title	DIRECTOR OF ADMISSIONS
Revised: 10/12/2016	Department	STUDENT AFFAIRS
Level: Administrative	IPEDS	ADMINISTRATIVE
FLSA: Exempt	Reports to	VICE PRESIDENT OF STUDENT AFFAIRS

POSITION SUMMARY

The primary responsibility of this position is to conceptualize, direct, oversee, and evaluate the recruiting and admissions function of the College and assist in the marketing and enrollment management functions. Responsibilities include new student recruitment such as college visits, college fairs, high school visits, special recruitment events, and responses to admission inquiries. The Director is also responsible for providing marketing support for new student recruitment and other marketing efforts. Enrollment management responsibilities includes strategic support to improve retention and student success. The Director and admissions staff support the enrollment effort during peak enrollment periods. The Director oversees all admission department staff and student workers, the A+ program, international admissions, and the Student Ambassadors Program. The Director also serves as the Primary DSO for I-20s and international student records in SEVIS.

MAJOR FUNCTIONS

Direct admissions office functions including but not limited to following up on inquiries, building relationships with underrepresented groups, admitting students, determining residency, screening applications, providing college tours, and approving admission for those with criminal offenses.

Direct and coordinate all recruiting functions. Activities include but are not limited to the design and development of recruitment materials, social media campaigns, special recruitment events, college fair representation and on site school and agency visits. The Director also serves on the College Public Relations, Recruiting and Marketing Committee.

Assist in the marketing efforts and oversee the design of promotional literature and display materials for admissions and recruiting and ensure appropriate coordination of admissions and public relations staff.

Monitor, study, analyze, and report-out admissions data and provide timely enrollment reports to other departments, as needed, in conjunction with the office of Institutional Research. Monitor enrollment management trends and course fill reports.

Provide strategic support to improve retention and student success. Support the advisement and enrollment efforts during peak periods. Assist with the development, planning, and administration of new student events and orientation.

Ensure all services comply with State and Federal regulations in daily operations (SEVIS, INS, Title VI and Title IX) by assuming responsibility for responding to and reporting compliance issues and submitting applicable reports to the Vice President of Student Affairs, and others as necessary.

Maintain responsible fiscal management of all services by monitoring daily operations, expenditures and revenue sources.

Direct Student Ambassador Program (SA). Interview, select, monitor, and evaluate SAs. Hire and train Admissions work-study students.

Participate as a member of the President's College Council.

Serve as the Jenzabar Admissions module manager ensuring coordination of the module in relation to all the modules of Jenzabar as well as the functions and processes specific to the Admissions module which includes staff training on the use of the Admissions module

Perform other related duties as assigned by the Vice President of Student Affairs.

KNOWLEDGE AND CRITICAL SKILLS/EXPERTISE

1. Master's degree required in educational administration, communications, marketing or related field desirable. Supervisory experience and/or training also desirable.
2. Demonstrated knowledge, competence and significant experience in higher education admissions and/or enrollment management.
3. Ability to establish priorities, set deadlines, and meet goals.
4. Proficient in data analysis with a proven record of successfully using data-driven decision-making methods.
5. Experience working with college students, enrollment trends, or sales, preferred.
6. Excellent communication and interpersonal skills.
7. Ability to plan, organize, and implement responsibilities effectively.
8. Ability to establish and maintain positive working relationships with students, other professionals, staff, and the public.
9. Information Technology Abilities required:
 - Ability to operate personal computer using the Windows environment.
 - Ability to operate a personal computer within the Crowder College Network environment using the currently available Microsoft Windows operating system.
 - Ability to use E-mail and associated calendaring/scheduling applications.
 - Ability to perform basic word processing using MS Word.
 - Ability to perform basic spreadsheet functions using MS Excel.
 - Ability to use other computer programs as needed

POSITIONS SUPERVISED

Admissions staff, work study students and Student Ambassadors.

WORKING CONDITIONS

1. Generally indoors in a normal office environment with minimal exposure to temperature changes, noise, dust or chemicals.
2. Normal college working hours but adjustment of hours involving evening and/or weekend work is required from time to time. Frequent travel during peak recruitment periods.
3. The work environment characteristics described here are representative of those an employee encounters while performing the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.
4. A neat appearance and appropriate businesslike apparel are required.

PHYSICAL DEMANDS

1. Office administration work part of the time involving sitting but will involve mobility, including walking long distances from time to time, within the campus and various sites.
2. Requires lifting up to 50 pounds and moving materials from one place to another.

3. Input, access and distribute information using computers.
4. While performing the duties of this job, the employee is occasionally required to stand; walk; sit; use hands to finger, handle or feel; reach with hands and arms' stoop, kneel, or crouch; and talk or hear. Specific vision abilities required by this job include close vision.

CREATIVE AND ANALYTICAL SKILLS

1. Ability to define problems, collect data, establish facts, and draw valid conclusions.
2. Ability to devise or modify methods or processes to solve specific problems.

LANGUAGE/COMMUNICATIONS SKILLS

Ability to communicate effectively with a variety of people, including staff, students and the general public, in both written and oral mediums.