

POSITION DESCRIPTION

TITLE: 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:

Reporting to the Vice President for Enrollment Management (VPEM), the Director of Admission (director) is responsible for meeting all new student enrollment goals as a senior member of the VPEM's team. The director works closely with the VPEM, enrollment management colleagues and provides direct leadership, management, and oversight of admission staff in the development, implementation, execution and assessment of a data informed strategic new student recruitment, admission, enrollment and matriculation plan that is grounded in the institution's mission, vision, and goals as The National Public Honors College. As a public-forward role, the director will possess the qualities and experience necessary to develop enthusiastic, ethical, and exemplary relationships among all on and off campus stakeholders and constituents in the new student recruitment effort. With an understanding of the challenges facing higher education, knowledge of contemporary best practice, excellence, and innovation in the recruitment and enrollment process, and the qualities to thrive in a fast-paced and supportive environment with high expectations, the director will build upon accomplishments in the recruitment and enrollment of new students at the College. They will be a communicator, creative thinker, quantitatively inclined, with high energy, a competitive spirit, intellectual curiosity, strong character, discipline, and skilled in the professional development of admission staff.

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.
- Collaborates with the VPEM to develop and refine a robust and innovative data-driven and goal-oriented recruitment strategy designed to meet the new student enrollment goals of the College.
- Oversees the planning, execution, and assessment of the recruitment plan, including all on and off campus recruitment activities, events and programs for prospective students, families, secondary school and transfer counselors, community-based organizations such as College Bound, pipeline partnerships such as College Track, DC-CAPS and Dream.US, and others engaged in the college choice process.

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- Prepares, oversees and manages the budget for recruitment activities including travel, on and off-campus events and the student ambassador program.
- Responsible for achieving new student enrollment goals, and training and evaluating staff to meet established individual and office goals.
- Provides ethical, exemplary and enthusiastic leadership and oversight of a goal-oriented, mission-driven admission organization using state of the art and innovative techniques and technology in the recruitment, admission, and enrollment of new students in support of the College's strategic plan.
- Responsible for the hiring, training, supervision, motivation, support, and assessment of admission staff, ensuring that all staff effectively deliver consistent, compelling and accurate messaging along with high quality service to prospective students, their families, counselors, campus colleagues, and other constituents throughout the recruitment and enrollment process.
- Ensures that the admission team is appropriately organized, staffed and trained to support the implementation and execution of the recruitment plan.
- Responsible for the effective and cohesive integration of day-to-day policies, practices and procedures of the Office of Admission including recruitment, communications, application evaluation and decisioning, reporting, and staff development in partnership with the Director of Enrollment Operations and the Director of Transfer Recruitment, Admission and Services.
- Collaborates with the College's marketing and communications staff to ensure that a robust and effective segmented multi-channel new-student recruitment marketing plan that supports all stages of the recruitment and enrollment funnel is developed and implemented.
- Collaborates with the College's marketing and communications staff to ensure that all print, digital and other recruitment-related marketing assets are developed according to the agreed upon schedules, meet brand guidelines and effectively communicate the value proposition, the "why", of a St. Mary's College education as The National Public Honors College to prospective students, their families, college counselors and other influencers in the college admission process.
- Oversees the development and execution of segmented admission office communication flows, including print, email, text, and social media initiatives, for all stages of the recruitment and enrollment funnel in partnership with the Director of Enrollment Operations and the Director of Transfer Recruitment, Admission and Services.
- Serves as the lead contact with third party vendor partners (e.g. Appily, Naviance, Niche, Petersons and Scoir) are meeting their obligations and that all partnership assets such as site profiles and communication flows are up-to-date and effectively representing the college brand.
- Develops, documents, implements, monitors, and assesses an application evaluation and admission selection process, ensuring that applicable policies and procedures are documented, align with institutional values, reflect institutional enrollment goals and adhere to all applicable federal and state laws.
- Prepares, analyzes and monitors comparative admissions and enrollment data/reports on a regular basis to make well informed decisions assessing recruitment and admission efforts and adapting innovative strategies.

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- Oversees the development of exemplary student and alumni admission ambassador groups.
- Collaborates with the Director of the Office of Student Financial Assistance to engage the financial aid team in the recruitment process, ensure the timely release of decisions, and to optimize the use of aid to maximize yield while managing the discount rate.
- Collaborates with student success offices and units to ensure that they are appropriately engaged in the recruitment, admission and enrollment process.
- Plays an active and measurable role in increasing awareness and interest in the College throughout the region, nationally and internationally while clearly, accurately, and enthusiastically articulating compelling information about SMCM's programs, admission criteria, financial aid, and student life.
- Serves an active role in professional organizations such as NACAC, The Coalition for College, COPLAC and the College Board.
- Serves as the designee for the Vice President for Enrollment Management in new student recruitment and admission-related matters.
- Serves in a leadership role as an integral member of the enrollment strategy and operations group and other committees focused on the recruitment and enrollment of new students.
- Cultivates effective and enthusiastic faculty and staff professional working relationships and involvement in recruitment and enrollment initiatives.
- Identifies and cultivates relationships with internal and external constituencies and partners.
- Demonstrates a commitment to staff development and actively contributes to the welfare of the Enrollment Management division.

MINIMUM QUALIFICATIONS:

- Education: A Bachelor's degree in a related field is required and a Master's degree or equivalent relevant experience is highly preferred.
- Experience: Must have at least eight (8) to ten (10) years of progressively responsible experience in undergraduate admission with significant experience in contemporary recruitment practices, direct staff development/management, multi-channel communications, strategic planning, and data analysis.
- Planning, organizational, customer service, leadership and management skills.
- Approachable and diplomatic with well-developed oral and written communication skills, including effective public speaking and presentation skills.
- Success in meeting or exceeding quantitative and qualitative enrollment goals.
- Comprehensive knowledge and understanding of current national and international trends and practices in recruitment and admission application review and selection.

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- Strong quantitative and analytical prowess, and knowledge and experience with cutting-edge technologies, including Technolutions Slate, Naviance and Scoir, in the enrollment area and reporting.
- Demonstrated ability to take initiative, exercise sound judgement and manage multiple and, sometimes competing, priorities with the structure of the Division of Enrollment Management.
- Proven commitment to inclusion, diversity, equity, access and accountability; demonstrated ability to develop and maintain positive working relationships with people of diverse backgrounds and perspectives.
- Ability to lead and supervise staff and handle personnel matters creatively and diplomatically
- High level of understanding and commitment to the benefits and value of a liberal arts education and the College as The National Public Honors College.
- Must possess a valid driver's license.
- Ability to travel, and work some evenings and weekends.
- Physical ability to perform essential functions of the position with or without reasonable accommodation. The work environment of this position is in an office, on the College campus for events, in the high schools/colleges and business environments for recruitment visit purposes. Events and recruiting environments require standing for prolonged periods of time, lifting at least twenty-five (25) pound boxes of recruitment materials, and walking; the office environment requires sitting; data entry, texting and speaking with prospective students, parents, counselors, etc. in person and on the phone.
- 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.