



Director of Admissions Job Description

Job Title: Director of Admissions
Job Class: Administrative - Professional
Department: Student Affairs
Reports To: Vice President of Student Affairs
FLSA Status: Exempt
Compease: Grade 14
Approved By: Vice President of Student Affairs
Approved Date: 4/15/24

I. Position Purpose

The Director of Admissions leads the College's strategic student recruitment plan, including college-wide collaboration, to ensure a personalized and seamless approach to recruitment, admission, and enrollment of new students. The Director manages the day-to-day operations and is responsible for hiring, orienting, training, and supervising the recruitment and admissions staff.

II. Duties and Responsibilities

LEAD NEW STUDENT RECRUITMENT STRATEGIES: The Director of Admissions oversees the development, execution, and assessment of comprehensive recruitment and outreach plans which includes prospective student and parent/guardian communications and on and off-campus recruitment events; collaborates with the College's marketing department in the development and execution of new student marketing campaigns; serve as the co-lead of the College's Customer Relationships Management (CRM) system and, of the College's Strategic Enrollment Management (SEM) recruitment team.

ADVANCE THE COLLEGE'S MISSION, VISION, AND GOALS: The Director of Admissions will build positive relationships with college employees, students, alumni, donors, and external partners, which includes collaborating with K-12 and postsecondary institutions, community, civic, and professional organizations and will support continuous improvement.

DEMONSTRATE PROFESSIONAL AND QUALITY CUSTOMER SERVICE: The Director of Admissions will demonstrate professionalism and provide quality customer service in accordance with the College's values; maintain positive working relationships, make decisions, solve problems, maintain confidentiality, positive communication, accurate records, and an organized, safe working environment; exhibit flexibility, willingness to learn, ability to change, and maintain technology skills.

III. Qualifications – Education, Experience, and Skills

- Minimum of a Bachelor's degree in a related field from a regionally or nationally accredited institution recognized by the U.S. Department of Education or the Council for Higher Education Accreditation.
- Minimum of two years of full-time experience in Higher Education Admissions or a related field.
- Evidence of professional development in the field of concentration. Higher education experience with emphasis on program management, sales, academic and/or student affairs, budgeting, and evaluation preferred.



Reasonable accommodations may be requested and reviewed according to the Americans with Disabilities Act (ADA).