

DIRECTOR OF ADMISSIONS

REPORTS TO: Vice President for Student Administrative Services

BASIC FUNCTION: The Director of Admissions is responsible for implementing the University's undergraduate recruitment strategy and for the operations, policy, procedures, and management of the Admissions Office.

PHYSICAL REQUIREMENTS: Physical strength/endurance to enable him/her to perform/participate in the following activities:

- Physically able to lift various materials up to 40 pounds on an occasional basis.
- While performing required job tasks, physically able to remain seated, frequently to continuously.
- While performing required job tasks, physically able to remain standing up to 15% of the time.
- Possesses dexterity abilities required to perform typing, operate a computer and other office equipment, to perform filing, and related job responsibilities.
- Be able to travel by car or plane to represent the University at conferences and University fairs

QUALIFICATIONS: The Director must have a Bachelors degree and preferably a Masters degree in a relevant field with demonstrated success in higher education admissions. The Director must have a comprehensive knowledge of admissions practices, excellent organizational, interpersonal, and oral and written communication skills. The Director must be a self starter, have the ability to handle multiple tasks and/or projects, possess a working knowledge of student information systems, and work well with prospective students.

GENERAL RESPONSIBILITIES:

- Responsible for the development, implementation, and assessment of creative and innovated recruitment and increased yield strategies.
- Responsible for the assessment of current recruitment and yield strategies.
- Working with the Marketing Department, develop an integrated marketing plan setting goals for assessing success.
- Working closely with Institutional Research, provide the research, analysis, and assessment of enrollment and retention at the University.
- Develop a plan for predictive and econometric enrollment forecasting.
- Working with the Strategic Enrollment Management Council, assist in the development of a comprehensive student success and retention plan.
- Plan, implement, administer, coordinate, monitor, and evaluate the various functions and services of the Office of Admissions, including operating policies, procedures, and methods. Develop and modify policies and procedures in accordance with changing institutional resources and federal regulations.
- Exercise full supervisory authority, directly and indirectly, over staff. Plan and conduct training programs and staff meetings. Confer regularly with staff to plan and coordinate activities, assign and review work, resolve problems, and other associated tasks.
- Ensure the overall activities of the Admissions Office are organized in a manner consistent with the mission of the University and are executed in a manner that will achieve the University's desired student recruitment goals.
- Participate in the Goal Setting process bring to the group historical perspective, new demographic trends, peer information, and changes to recruitment strategy.

- Participate in setting the costs of tuition and fees bring expertise in trends, economic forecasts, and market information.
- Coordinate campus collaboration for new and returning students, fall and spring.
- Plan and administer the Admissions operating budget.
- Prepare a variety of administrative/management reports.
- Participate on the Strategic Enrollment Management Council recommending Franklin Pierce enrollment and retention goals and strategies.
- Confer regularly with supervisor and other Franklin Pierce University colleagues to plan, coordinate and evaluate programs/systems/activities, exchange information, investigate and resolve problems, etc. Serve on various Franklin Pierce University committees
- Other duties as assigned by the Vice President for Student Administrative Services

SCHEDULE: This is an exempt position and your expected work schedule is Monday through Friday. As an exempt employee your schedule may vary based on the number of hours needed to meet the job responsibilities. The individual holding this position may need to be available early morning, evening and weekends to meet the needs of the department.

EXPECTATIONS: In this position, the Director of Admissions would be expected to have or possess:

- Professional-level writing, speaking, and presentation skills.
- Excellent critical reading skills and the ability to assess the academic potential of our applicants.
- Excellent problem solving abilities.
- Excellent time management skills with above average attention to detail.
- Strong organizational and time management skills.
- Commitment to student development and higher education.
- Commitment to student development and service with strong counseling skills.
- Demonstrated ability with enrollment information systems and web-based recruitment
- Experience in creating and assessing goals through the use of statistical analysis. Must be familiar with electronically moving data, creating detailed reports, charts, and tables, and be able to use data to inform enrollment management and admission decisions.
- Strong desire and willingness to contribute to a team effort through collaboration and creativity.
- Ability to travel
- Strong leadership skills
- The ability to build and motivate an admissions team
- Knowledge of financial aid leveraging
- Carry out all responsibilities and objectives in a professional manner.
- Maintain professionalism when dealing with all staff and other customers.
- Accept and render constructive criticism in a professional manner.
- Adhere to the policies and procedures established by Franklin Pierce University.