

## **Volunteer Admissions Director**

### **Position Overview**

- The Director of Admissions provides leadership in departmental initiatives related to recruitment, new student orientation, and transition programs. The Director will also coordinate participation in admitted student events. The Director works in collaboration with campus partners, such as the Division of Academic Affairs, academic units, Division of Student Services, and Division of Advancement (more specifically with alumni relations) to aid students in their transitions into and through Barber-Scotia College.

### **Essential duties include but are not limited to:**

- Cultivate strong relationships with community leaders to implement an effective community-based recruitment campaign with feeder programs, cultural organizations, and other relevant local partners.
- Develop and facilitate an intentional strategy to build relationships with school-based staff to support the marketing and enrollment of their schools to prospective families.
- Partner with the internal marketing and communications team to align marketing and communications strategies throughout the enrollment life cycle.
- Develop, maintain, and revise admissions policies and procedures.
- Oversee admission training for college staff, alumni, and volunteers.
- Create and coordinate departmental communication related to new students, including email campaigns, social media, and printed materials (e.g. orientation program schedules).
- Utilize online systems related to admissions, orientation registration, and programmatic intake.
- Share data amongst campus partners regarding admissions, orientation, and new student programs.
- Engage in practice of ongoing assessment of programs, processes, and initiatives.
- Partner with academic units related to their academic advising and course revisit on processes for new students.
- Supervise student employees when applicable.
- Coordinate admissions events related to new students.
- Work some required evenings and weekends, with longer hours during peak programming.
- Develop an annual plan and report that includes learning outcomes, assessment methods, assessments, and reporting based on programs and initiatives in Admissions and First Year Experiences. Submit plans and reports to the Office of Institutional Effectiveness.
- Perform other duties as assigned.

## **Minimum Requirements**

- Master's degree from an accredited institution, terminal degree preferred in higher education, student affairs administration, or related field.
- Supervisory experience.
- 3-5 years related to experience working with college students.
- 3-5 years of experience in student recruitment, enrollment, and project management.
- 3+ years' experience leading a team.
- Ability to work with multiple stakeholders to implement a strategic enrollment management plan under the direction of the Vice President for Enrollment.
- Experience managing large and complex datasets and synthesizing information to drive strategic decision-making.