

JOB TITLE: Director, Admissions

DEPARTMENT: Admissions

LOCATION: Main Campus

REPORTS TO: Vice President, Student Development

FLSA: Exempt

LEVEL: 205

DATE: 3/16/18; 06/28/2013, 7/01/2011

POSITION SUMMARY: Responsible for the recruitment and admission of students through communication, activities and events.

EDUCATION, EXPERIENCE, and LICENSES/CERTIFICATIONS: *(A comparable amount of training, education or experience may be substituted for the minimum qualifications.)* Bachelor's degree required and two years related work experience or Master's degree in a related field; must possess a valid driver's license.

ESSENTIAL TASKS: *Employee must be able to perform the following essential functions to the satisfaction of the employee's supervisor.*

- Contact prospective students and provide information necessary to facilitate successful enrollment.
- Build and maintain relationships with area high school counselors, teachers and parents to facilitate recruitment and enrollment of high school students.
- Explore opportunities to build and maintain relationships with area middle school counselors, teachers and students.
- Plan, organize, and implement recruitment related activities and events for high school students.
- Set up and staff promotional booths, exhibits, and displays at community events.
- Work with all college departments to provide prospective students with all the information they need for a smooth transition from inquiry to testing, applying for scholarships and financial aid, advisement, registration, and orientation.
- Work closely with the public relations department to develop a marketing plan for recruitment activities and to provide feedback on changes needed to the College's electronic and print resources.
- Supervise the day to day operations of the admissions office, including the supervision of staff and the assignment of work tasks.
- Support all college recruitment events and serve on planning committees as necessary.
- Supervise the processing of information requests, student admissions documentation and the organization of campus tours.
- Act as a resource for faculty, staff, and administrators who seek to increase student enrollment.
- Coordinate admissions services at extension sites.
- Plan and implement the student ambassador program.
- Assist with College orientation activities as requested.
- Develop and maintain an admissions activity master calendar.
- Develop and monitor the admissions departmental budget.
- Maintain an admissions and transfer policy in accordance with AACRAO standards and governing entities.
- Develop and maintain an office procedure manual for the admissions department.
- Participate on College committees and professional organizations as appropriate.
- Communicate effectively in a professional, tactful and courteous manner with students, employees, faculty, and the general public.
- Ensure that all activities are conducted within the established guidelines of the Family Educational Rights and Privacy Act (FERPA).
- Perform assigned responsibilities, duties, and tasks according to established practices, procedures, techniques, and standards in a safe manner with minimal supervision.

KNOWLEDGE, SKILLS, and ABILITIES: Knowledge of the Family Educational Rights and Privacy Act (FERPA); knowledge of college policies, procedures, and practices with the ability to answer work related questions; and/or interpret and apply these guidelines correctly in various situations; ability to supervise and train employees, to include organizing,

prioritizing, and scheduling work assignments; ability to plan, organize and implement assigned responsibilities and to work well under pressure to meet deadlines; excellent organizational, analytical and planning skills; ability to manage interpersonal conflict situations requiring tact, diplomacy and discretion; ability to participate as a team member, ability to understand and interpret rules and regulations, and ability to adjust to change with a positive attitude. Knowledge of department policies, procedures, and practices with the ability to answer work related questions; and/or interpret and apply these guidelines correctly in various situations; skill in budget preparation and budget management; employee development and performance management skills; ability to handle confidential material judiciously; ability to prepare and analyze financial statements and reports; availability to work or meet in the evenings and/or on weekends; ability to travel out-of-state as well as locally to participate in meetings, conferences, and other activities related to the operations of the colleges; strong interpersonal skills, including ability to relate quickly to a variety of people in different age groups; ability to analyze complex human relations situations accurately and assist individuals in the resolution of problems.

LEADERSHIP and COMMUNICATION SKILLS: Communicate effectively verbally and written to work with a diverse workforce and student population to prioritize and delegate projects, exchange ideas, information and opinions effectively with others to formulate policies and programs and/or arrive at decisions, conclusions or solutions; ability to manage interpersonal conflict situations requiring tact, diplomacy and discretion; strong interpersonal skills; ability to interact effectively with diverse student populations and a wide variety of co-workers; ability to foster a cooperative work environment; ability to establish and maintain effective working relationships with faculty, staff, other departments, students, and the public; direct, manage, or lead others; may determine work procedures, assign duties, maintain harmonious relations, or promote efficiency; may develop and administer operational programs; and/or may write or present extremely complex papers and reports; well-developed public speaking and presentation skills; effective telephone skills

DECISION-MAKING and ANALYTICAL SKILLS: Ability to identify and express problems and develop solutions from alternative methods and procedures; devise or modify methods or processes to solve specific problems; ability to make administrative/procedural decisions and judgments; adhere to college and department policies, procedures, and practices; perform job duties in a safe and efficient manner.

EQUIPMENT AND SOFTWARE: Utilize current College and/or department information technology including but not limited to, Microsoft Office, Outlook, Datatel, ImageNow, etc.; office machines such as telephones, fax machines, or copiers.

PHYSICAL DEMANDS AND WORKING ENVIRONMENT: *The conditions herein are representative of those that must be met by an employee to successfully perform the essential functions of this job.*

Environment: Work is performed primarily in a standard office setting with frequent interruptions and distractions; extended periods of time viewing computer monitor. The employee may be required to work or meet in the evenings and/or on weekends. The employee may be required to travel out-of-state as well as locally to participate in meetings, conferences, and other activities related to the operations of the colleges. Occasional exposure to inclement weather when at county fairs and high school visits.

Physical: Primary functions require sufficient physical ability and mobility to work in an office setting; to stand or sit for prolonged periods of time; to lift, carry, push, and/or pull up to 50 lbs; to operate office equipment requiring repetitive hand movement and fine coordination including use of a computer keyboard; and to verbally communicate to exchange information; may require the ability to maneuver on grassy, soft rough, and uneven surfaces; may include climbing stairs and ladders.

POSITIONS SUPERVISED: Admissions Specialist; High School Relations Coordinator

SIGNATURES: I have read and reviewed the above job description with my immediate supervisor. This job description has been designed to indicate the general nature and level of work performed. It is not designed to contain or be interpreted as a comprehensive inventory of all duties, responsibilities and qualification required for the job.

Employee Signature/Date

Supervisor Signature/Date

NOTICE OF NON-DISCRIMINATION: *East Central College does not discriminate on the basis of race, color, religion, national origin, ancestry, gender, sexual orientation, age, disability, genetic information or veteran status. Inquiries related to employment practices may be directed to Human Resources Director at 636-584-6710. East Central College is an equal opportunity employer and provider of employment and training services. Auxiliary aids and services are available upon request to individuals with disabilities.*