

JOB TITLE: Director, Admissions

DEPARTMENT: Admissions

LOCATION: Main Campus

REPORTS TO: Vice President, Student Development

FLSA: Exempt

LEVEL: 205

DATE: 6/20/18; 06/28/2013, 7/01/2011

POSITION SUMMARY: Responsible for day to day operations of the admissions office which include, recruitment, student admissions, events and the supervision of staff.

EDUCATION, EXPERIENCE, and LICENSES/CERTIFICATIONS: *(A comparable amount of training, education or experience may be substituted for the minimum qualifications.)*

Bachelor's degree required, Master's degree preferred and two years related work experience.

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

- Lead the planning, designing, coordination, and implementation of college-wide recruitment initiatives in alignment with enrollment goals, including acting as a resource for faculty and staff who seek to increase enrollment in specific areas.
- Identify and achieve goals for increasing and sustaining enrollment through targeted outreach campaigns that increase visibility and develop deeper relationships with high schools, community organizations, and local employers.
- Supervise and share responsibility with admissions team to process student applications, evaluate transcripts to determine placement testing needs and registration status, generate related correspondence, conduct outreach, and initiate criminal background and tuberculosis procedures by communicating with the Office of Student Development.
- 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.
- Communicate prospective student trends, recruitment data, and emerging issues to inform the College's recruitment strategy.
- Train, manage, and provides professional development to the admissions team, serving as points of contact for new students, to inform, direct, and support new students in successfully navigating admission.
- Manage international admissions process.
- Initiate, plan, and develop crossover recruitments opportunities in partnership with Early College Programs Office.
- Direct the day to day operations of the admissions office, including the supervision of staff and the assignment of work tasks.
- Develop and maintain an admissions activity master calendar, ~~and~~ admissions webpage, and departmental budget.
- Coordinate Missouri Association for College Admission (MOACAC) Franklin County College Fair.
- Engage in local travel through recruitment periods, which will include some evenings and occasional Saturdays, as needed, for coverage.
- Maintain an admissions and transfer policy in accordance with AACRAO standards and governing entities.
- Perform data entry, as needed and/or requested, with utmost attention to accuracy.
- Participate on College committees and professional organizations as appropriate.
- Conduct college business in a professional and ethical manner that includes the College's core values of integrity, diversity, empowerment, service, learning and collaboration.
- 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 College policies, FERPA guidelines and other applicable laws pertaining to employment and education.
- Perform assigned responsibilities, other related duties, and tasks according to established practices, procedures, techniques, and standards in a safe manner and with minimal supervision.

KNOWLEDGE, SKILLS, and ABILITIES: Knowledge of the Family Educational Rights and Privacy Act (FERPA); knowledge of college and department 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 plan, organize and implement assigned responsibilities and to work well under pressure to meet deadlines; excellent organizational, analytical and planning skills; ability to participate as a

team member, ability to understand and interpret rules and regulations. Ability to handle confidential material judiciously; ability to prepare and analyze financial statements and reports; strong interpersonal skills.

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, 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 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, Word Press, 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 will be required to occasionally work or meet in the evenings and/or on weekends. The employee will be required to occasionally travel to participate in meetings, conferences, and other activities related to the operations of the colleges. Occasional exposure to inclement weather during travel to 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.

POSITIONS SUPERVISED: Admissions Counselor for Adult Populations; Admissions Counselor for High School Populations

SIGNATURES: This job description has been designed to indicate the general nature and level of work performed by employees within this classification. It is not designed to contain or be interpreted as a comprehensive inventory of all duties, responsibilities and qualification required of employees assigned to the job.

I have read and reviewed the job description and I agree to perform the duties according to my supervisor's expectations and the College's policies and procedures. I acknowledge the College's right to revise the job description.

Employee 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.*