



JOB DESCRIPTION

POSITION TITLE: Director of Admissions & Enrollment Management

SUPERVISOR: Executive Vice President

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The Director of Admissions & Enrollment Management contributes to the overall success of the college by ensuring strategic growth and enrollment management. Through effective strategic planning and assessment, DOAEM directs the development, implementation and ongoing evaluation of programs, services and policies designed to increase, shape and/or enhance student recruitment, admissions, retention and progression towards graduation. The purpose of this position is to manage optimal institutional enrollment through attracting qualified applicants, supporting their admission and registration/orientation processes, in turn enhancing academic success, retention, and graduation. The DOAEM works collaboratively with faculty and staff to ensure the admitting and retaining of academically qualified, spiritually sound, and socially mature students and ensuring a full-cycle enrollment management process.

DUTIES AND RESPONSIBILITIES

1. Leads the admissions staff to effectively communicate admissions information to prospective students, and stakeholders.
2. Develops an annual budget for the admissions department.
3. Monitors expenses and analyzes budget reports on admissions and recommend changes as necessary.
4. Collaborates with the President and Executive-Vice President to create an enrollment management plan, identify significant current problems or conditions affecting the Enrollment Management Division and makes appropriate recommendations for correction or improvement.
5. Generate and present comprehensive institutional enrollment reports to senior organizational decision makers, including Cabinet, Faculty Senate and Board of Trustees
6. Assists in the development of and implements recruitment and admissions policies that are in accordance with ethical recruitment and admissions practices and industry standards.
7. Lead the effort the development and implementation of a strategic enrollment management plan that includes traditional, non-traditional, graduate, and international student populations

8. Lead the development, implementation, and ongoing evaluation of strategic enrollment objectives and recruitment strategies and supervise all aspects of the enrollment funnel and recruitment pipelines
9. Leads and manages the acceptance process and chairs the admissions committee.
10. Updates admissions documents as needed.
11. Manages the contact of applicants, inquiries, and prospects.
12. Manages and updates Student Information Systems admissions and recruitment correspondence tracks and mailings.
13. Monitors trends in education and the church and adapts enrollment management strategies as necessary.
14. Leads the efforts of recruitment, as well as organizing contacts for others involved in recruitment.
15. Oversees the administration of a prospect mailing list and database, which will respect the privacy and confidentiality of prospect and student information.
16. In consultation with the President and Vice President identifies other well-qualified admissions staff as needed when the college grows.
17. Prepares regular reports on progress, budgets, and enrollment figures (including projections) related to recruitment and the management of admissions activities.
18. Collaborates with the Director of Marketing and Events to plan and organize recruitment trips, enrollment management activities and promotional materials.
19. Works with the office of the registrar to assist students with Veteran' funding.
20. Works with the Student Exchange Visitor Program (SEVIS) to assist foreign students with visa application and management.
21. Works with the Academic Dean to create reasonable academic admissions criteria, and to manage provisional status students.
22. Manages application data and applicant files.
23. Casts vision for and collaborates with the Director of Marketing and Events for the implementation of both Fall and Spring Preview Weekends.
24. Develop enrollment forecasting models for segmented student populations, and leads campus conversations about long-term enrollment goals.
25. Offer innovation in strategy and decision-making to impact the application life cycle, with the intent of yielding improvement to meet both enrollment and university budget goals.
26. Provide support and oversight for student retention processes, including orientation programs.

MINIMUM QUALIFICATIONS:

- Graduate degree in marketing, public relations, communication, business administration, college administration, education or related field.
- Professional project management experience.
- Professional experience leading teams or committees.
- Professional management of personnel and financial resources.
- Professional interdepartmental communication experience.
- Professional experience in college admissions and a willingness to take advantage of seminars and training for continued professional growth.
- Professional experience assessing situations and making executive decisions.

- Professional experience setting priorities, developing schedules, and evaluating progress.

KNOWLEDGE AND SKILL SETS

- Knowledge of enrollment management policies and procedures.
- Knowledge of governing and accrediting bodies' regulations affecting recruitment and admissions.
- Interpersonal skills in the management of volunteer resources.
- Proficiency in the use of Microsoft Word, Excel, and Access.
- Proficiency in database management, applications software, E-mail.
- Internet savvy.
- Outgoing and kind personality.
- Ability to communicate with both students and parents.
- Speak, listen and write in a clear, thorough and timely manner using appropriate and effective communication tools and techniques.