

Saint Michael's College
Job Description

Job Title: Assistant Director of Admission, Recruitment

Department: Office of Admission

Supervisor or Manager: Director of Admission and Vice President for Enrollment and Marketing

Date Created: 12/14/05

Last Revised: 12/14/05

FLSA Status: E

Approved by (print name): _____

Signature: _____

It is the mission of Saint Michael's College to contribute through higher education to the enhancement of the human person and to the advancement of human culture in the light of the Catholic faith.

Major Objectives of the Position:

- Recruitment efforts are maintained by regular visits to college fairs and high schools to make presentations
- The college is represented professionally in interviews and at a variety of on campus admission programs such as campus visit program presentations and open houses
- Prospective students and their families are counseled and supported throughout the admission process
- The Admissions office is maintained in a productive and orderly fashion through teamwork and planning

Essential Duties and Responsibilities:

- Travels to appropriate locations in order to recruit students
- Builds inquiry pool through prospect cultivation efforts (vendor listings/search mailings)
- Develops content and design plans for all in-house publications including newsletters
- Interviews prospective students
- Reads and evaluates applications as the first to view them
- Assists staff in editing and content development for letters, presentations, and other needs as well as manages communication and publication plans related to print, web, and presentations
- Manages conception, development, maintenance, and renewal of all print and web literature
- Works with support staff to implement mailings and provide flowcharts for accurate data entry
- Maintains and responds to guidebook listings and other advertisements
- Determines and implements timely responses to inquiries and mailings with assistance from support staff
- Plans, executes, and evaluates the purchase of student names
- Oversees website content and works with Admission's Web Specialist to keep site current
- Develops Admission office PowerPoint presentations content and maintenance
- Oversees use, development, and maintenance of Admission documents
- Continually works to develop knowledge of the admission field through professional development opportunities

Secondary Responsibilities:

- Delivers on campus presentations
- Gives essay presentations at high schools
- Assists Director of Marketing as needed
- Manages photo shoots for Admission photo collection
- Organizes and implements "Virtual Open Houses"

Positions Supervised:

- None

Position's Major Contacts:

- Director of Admission and staff
- Vice President of Enrollment and Marketing
- Director of Marketing, Marketing Assistant
- Director of Web Development
- Printing Services Manager & Graphic Designer
- Receiving staff
- Guidance/Counseling professionals
- Prospective students & families
- Vendors from various companies
- Admission staff from various institutions

Demonstrates Excellence in this Position:

- Thoroughly understands the issues related to college admissions
- Represents the college professionally, truthfully, energetically, and positively
- Analyzes applications thoroughly and thoughtfully and recommends excellent admission decisions
- Displays positive, professional, and enthusiastic leadership and the willingness to work well above and beyond a typical work day schedule for programs, travel, application reading, and all other duties as needed

Education and Work Experience Required:

- Bachelor's degree
- 2-3 years of work experience in college admissions or related field

Analytic Skills Required:

- The ability to assess the results of various analytical techniques in order to identify cause-and-effect relationships and then develop plans to change a situation.

Language and Literacy Skills Required:

- Reads and interprets a wide range of information. May interpret documents to others. Regularly writes reports and correspondence. Able to shift writing style as needed for different audiences. Regularly explains policies, listens to questions, responds, and problem solves. Speaks to individuals and small groups effectively.

Computer/Technology Skills Required:

Microsoft Word	<input type="checkbox"/> None	<input type="checkbox"/> working knowledge	<input checked="" type="checkbox"/> _intermediate	<input type="checkbox"/> highly proficient
Microsoft Excel	<input type="checkbox"/> None	<input type="checkbox"/> working knowledge	<input checked="" type="checkbox"/> _intermediate	<input type="checkbox"/> highly proficient
Microsoft Publisher	<input checked="" type="checkbox"/> _None	<input type="checkbox"/> working knowledge	<input type="checkbox"/> _intermediate	<input type="checkbox"/> highly proficient
Microsoft Powerpoint	<input type="checkbox"/> None	<input type="checkbox"/> working knowledge	<input type="checkbox"/> _intermediate	<input checked="" type="checkbox"/> _highly proficient
Microsoft Outlook	<input type="checkbox"/> None	<input type="checkbox"/> working knowledge	<input checked="" type="checkbox"/> _intermediate	<input type="checkbox"/> highly proficient
Adobe Photoshop	<input checked="" type="checkbox"/> _None	<input type="checkbox"/> working knowledge	<input type="checkbox"/> _intermediate	<input type="checkbox"/> highly proficient
Adobe Acrobat	<input type="checkbox"/> None	<input checked="" type="checkbox"/> _working knowledge	<input type="checkbox"/> _intermediate	<input type="checkbox"/> highly proficient
Quark	<input checked="" type="checkbox"/> _None	<input type="checkbox"/> working knowledge	<input type="checkbox"/> _intermediate	<input type="checkbox"/> highly proficient
Datatel	<input type="checkbox"/> None	<input type="checkbox"/> working knowledge	<input checked="" type="checkbox"/> _intermediate	<input type="checkbox"/> highly proficient
Internet Research	<input type="checkbox"/> None	<input checked="" type="checkbox"/> _working knowledge	<input type="checkbox"/> _intermediate	<input type="checkbox"/> highly proficient

Licenses, Certifications and Other Requirements:

- Must meet driver's eligibility requirements as stated in the Saint Michael's College *Vehicle Use Policy*

Physical Demands:

Work is often performed in a typical office environment requiring:

- Sitting in a normal seated position for extended periods of time
- Reaching by extending hand(s) or arm(s) in any direction
- Dexterity sufficient to manipulate objects with fingers, for example operating a computer keyboard
- Communication skills using the spoken word
- Vision sufficient to see within normal parameters

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- Hearing sufficient to hear within normal range
- No or very limited physical effort
- No or very limited exposure to physical risk

While performing the duties of Assistant Director of Admissions the employee is regularly required to stand, walk, and sit. Occasionally the employee may be required to lift and/or move 26-50 pounds.

The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with a disability to perform the essential functions.

Additional Requirements for the Job:

- Ability to work many nights and weekends, especially from September through April
- Comfort with extensive overnight travel for recruiting or conferences

The above job description in no way states or implies that these duties are the only duties performed by this employee. The incumbent is expected to perform other related duties necessary for the effective operation of the College.