

## Saint Michael's College Job Description

**Job Title:** Admission Visit & Event Manager

**Department:** Admission & Enrollment

**Supervisor or Manager:** Director of Admission

**Date Created:** 7/14/2023

**Last Revised:** 07/14/2023

***Our Mission:*** 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:**

- Partners with the Director of Admission to develop a strategy for campus visits and events that supports prospective students, families, and other college search influencers in having an experience that supports the value of attending Saint Michael's
- Provides daily oversight of highly personalized campus visits, group visits to campus, and plans and manages on-campus Admission events and virtual visit experiences
- Leverages Slate CRM tool to support event registration, optimize attendance through automated and manual communications, and supports ongoing maintenance of accurate visit records

### **Essential Duties and Responsibilities:**

#### Welcome Center, Student Staff Management & Partnership Development

- *Manages Campus Welcome Center:* Ensures the Saint Michael's Hoehl Welcome Center supports an optimal, and inclusive visit experience, while being considerate of those who work in the building
- *Supervises student workers:* Recruits, hires, onboards, trains, and develops a Student Ambassador/Tour Guide team to support welcome center management, visits & events, and other Admission activities
- *Partners with Admission Staff:* Establishes a collaborative partnership with the Assistant Director in Admission assigned to supporting events on campus, and partners with Admission staff who conduct Information Sessions to ensure the content supports an optimal visit experience
- *Engages Campus Partners:* Maintains collaboration with key areas across campus including athletics, faculty, records, college leadership, dining services, campus events office, facilities, security, grounds, marketing, and communications as well as off-campus entities to provide the desired guest experience

#### Manage Daily Visits & Special Events

- *Defines opportunities to increase visits to campus:* Partners with the Director of Admission and other campus partners to develop an annual visit & event strategy that optimizes the potential for campus visits. Ensures daily visit times are flexible and meet the needs of prospective students & families, and that special events are scheduled to optimize attendance
- *Develops an exceptional visit & event experience:* Partners with Enrollment Leadership Team to define a visit and event experiences that set Saint Michael's apart from other colleges. Stays abreast of what other college's visit experiences are like, evaluates related experiences outside higher education, and defines an experience that is uniquely Saint Michael's
- *Oversees daily visit experience:* Ensures scheduled visitors and drop-in guests have an optimal visit, which includes ensuring campus presents an optimal experience, that the tour tells a compelling story about what it's like to attend Saint Michael's, that guest requests are attended to, and that there is appropriate admission staff and student-employee coverage
- *Plans and manages the coordination of all large on-campus admission events:* Partners with the Director of Admission to define a special event strategy that supports critical points in the admission process. May include, but are not

limited to, Open House events and Admitted Student Days. Ensures that each event aligns with the stated vision to achieve the goals of the Admission Office

- *Leverages CRM tool to optimize and track registrations & attendance rates:* Utilizes Slate CRM to track and maintain visit & event registrations and optimizes attendance through appropriate and timely visit & event communications
- *Develops & implements system to monitor and measure impact of visit & events:* Monitors the regular evaluation of campus tours, visit events, and overall visit experience through campus visit surveys to implement improvements
- *Optimizes investment in visit & events:* Manages the budget for visit and event related activities, thinking creatively about how to make optimal use of available funds
- *Designs inclusive visit experience:* Ensures that events and visit experiences are purposefully inclusive by design, such as but not limited to considerations for accessible and inclusive language in signage, messaging, and communication; space and location accessibility; hearing and visual accommodations; dietary and food restrictions; and overall equal and equitable access to resources and activities

### **Secondary Responsibilities:**

- *Assists in the efficient and effective operation of the admission office as needed:* Assists with Admission work not within direct purview as needed—may include processing of applications, data entry, answering phones, producing mailings, and other clerical duties when needed
- *Supports Saint Michael's community initiatives:* when called upon, serves on institutional committees or teams that aim to make Saint Michael's a better place to learn, live, and work

### **Positions Supervised:**

- Student Employee(s) as needed

### **Major Contacts:**

- Vice President of Enrollment & Marketing
- Director of Admission
- Director of Marketing & Communication
- Admission & Operations Staff
- Prospective students, parents, guidance counselors, and alumni
- A variety of staff, faculty, and students from Saint Michael's College community

### **Demonstrates Excellence:**

- Displays an engaging and hospitable disposition with ability and desire to serve guests from a diverse set of racial, ethnic, and cultural backgrounds, as well as internal and external college constituencies
- Exhibits advanced communication skills that allow for both excellent written and oral communication, including the ability to present effectively to large and small groups, as well as one-on-one interviews
- Possesses outstanding interpersonal and social skills while interacting with prospective students, families, and other visitors
- Evidenced organizational ability, including a unique aptitude for problem solving, and a desire to build and implement systems and work in a multi-faceted environment
- Knowledge of commonly used concepts and best practices for guest experiences
- Strong understanding of the Saint Michael's Admission process, including the importance of the campus visit experience for prospective students in their college decision
- Manages time extremely well in order to complete tasks accurately and efficiently
- Works independently with minimal supervision and produces results
- Behaves in a professional manner at all times while representing the College and strives for a positive dynamic in all situations
- Has highest level of fiscal responsibility and respect for the college when appropriating funds to meet enrollment goals and maintains impeccable budget records and monitoring of budget expenses
- Gains support from others on campus to meet goals by understanding the needs of different programs working within a common goal and fostering a sense of cooperation
- Demonstrates a high level of sensitivity to confidential information about prospects, students, staff, faculty, and general institutional issues

**Education and Work Experience:**

- Associate or bachelor's degree, or comparable work experience in event management, ideally some within higher education
- Experience in college Admission preferred
- Prior experience in marketing and communications is preferred

**Analytic Skills:**

- The ability to recognize several likely causes of events, analyze relationships among several parts of a problem or situation, and then formulate a multi-step response
- Uses data to assess the effectiveness of programs and events and develops strategies that will optimize the impact efforts

**Language and Literacy Skills:**

- Prepares and delivers written and spoken information to small and large groups
- Effectively manages meetings
- Often in speaking, represents the institution to the audience
- Communicates regularly and effectively with a wide range of groups.

**Computer/Technology Skills:**

- Familiarity with Microsoft Office products
- Experience with Technolutions Slate (CRM) is optimal, but willingness to learn is required

**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
- 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 Admission Visit & Event Manager, the employee is regularly required to stand, walk, and sit. The employee is occasionally 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 independently to produce results
- Flexibility to work irregular hours including nights and weekends

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.