

## Saint Michael's College Job Description

**Job Title:** Assistant/Associate Director of Graduate Admission

**Department:** Admission & Enrollment

**Supervisor or Manager:** Director of Admission

**Date Created:** 10/01/2017

**Last Revised:** 05/20/2022

***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:**

- The recruitment efforts of the Admission office are up to date and running smoothly
- General information sessions about Saint Michael's College as well as on campus open houses are available to prospective students
- Awareness of the benefits of a Saint Michael's College education is raised among guidance counselors, prospective students and their families, graduate school advisors, as well as other constituencies
- Prospective students receive assistance in the college search process
- Admission procedures and policies for the Graduate Programs are planned, managed, and administered
- Marketing strategies, materials and promotional activities for the Graduate Programs are planned and implemented
- Potential students are attracted to the programs
- A liaison is fostered between Graduate Programs and the Saint Michael's community and the greater local community

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

- Manages a recruitment territory within a designated geography. Territory management includes such activities as cultivating relationships with inquiring students, visiting with them in their home regions and/or on-campus, evaluating their admission applications, and individually encouraging them to choose Saint Michael's during yield efforts. Territory managers work creatively and use strategic, data-driven techniques employing strong telephone, electronic, and in-person communication skills
- Evaluates undergraduate and graduate student applications and makes admission decision recommendations
- Conducts admission interviews with prospective students
- Presents information about the college in various venues including admission information sessions on- and off-campus
- Maintains an accurate record of expenses and demonstrates good judgment when using college funds
- Uses Technolutions Slate CRM and Ellucian Colleague SIS with proficiency, and collaborates with Slate team to maintain functionality germane to graduate admission processes including the Slate-hosted admission application
- Manages data with a high level of confidentiality and compliance under all relevant legal and professional standards in collaboration with the College Registrar
- Develops and implements an effective marketing plan for the Graduate Programs to produce enrollment outcomes
- Manages the design, production, and evaluation of all print, web, and electronic promotional materials and activities for the Graduate Programs
- Promotes educational programs by using the appropriate media mix
- Communicates/promotes graduate program information and course information to potential students and/or applicants through phone, print and electronic media, and in person
- Develops, implements, and supervises admission processes for the Graduate Programs
- Researches or extracts graduate data for use in enrollment reporting, admission reporting, marketing research, and promotional and student-related activities
- Remains abreast of the needs and behaviors of adult/graduate students and changes in the marketplace by reading current professional articles, attending professional conferences, and research
- Maintains regular (usually daily) communication with the Graduate program offices and directors
- In collaboration with Marketing & Communications, plans and produces marketing materials for the Graduate Programs
- In collaboration with Directors of Admission and Marketing & Communications, plans and manages the graduate marketing budget

- Executes responsibilities in a manner consistent with the service philosophy and orientation of the Admission Office
- Supports the Mission of Saint Michael's College and the Edmundite, Catholic heritage. Eloquently articulates the value of a liberal arts education grounded in the Catholic intellectual tradition
- Develops and demonstrates a multicultural awareness and contributes to cultivating an inclusive, diverse, and respectful college community. Demonstrates fair and inclusive behavior when interacting with staff, faculty, students, and visitors to the college. Promotes a flexible, collaborative, and inclusive work and living environment, and engages in educational opportunities to increase awareness and understanding of diversity and inclusion.

**Secondary Responsibilities:**

- Supervises student workers
- Assists support staff with the processing of applications, data entry, answering phones, producing mailings, and other clerical duties when needed
- Assists in the efficient and effective operation of the admission office as needed
- Plays an active role in the Saint Michael's College community
- Provides support for other enrollment and marketing initiatives
- Continuously works to develop knowledge of the admission and enrollment management field through reading and professional development programs
- Communicates regularly to all graduate applicants and their sponsors
- Liaises with sponsored programs, such as the Fulbright program, and their administrators
- Responds to e-mails from prospects/students
- Assists with graduate student service issues
- Maintains current course information and informational updates on the graduate web pages
- Supervises data look-up procedures and training for all graduate program offices
- Attends various campus meetings as the Graduate Admission representative
- Oversees and directs administrative personnel that assist with Graduate Programs data entry
- Reads and makes recommendations on all graduate applicant files
- Completes professional surveys (outside sources)
- Maintains adequate promotional and mailing materials, ordering appropriately

**Positions Supervised:**

- Student Employee(s) dedicated to Graduate recruitment efforts

**Major Contacts:**

- Vice President of Enrollment and Marketing
- Director of Admission
- Director of Marketing & Communication
- Directors of the Graduate Programs
- Prospective students, parents, guidance counselors, and alumni
- A variety of staff, faculty, and students from Saint Michael's College community
- Other admission professionals
- Very regular contact with staff in the following departments:
  - Student Financial Services
  - Marketing Office
- VSAC (Vermont Student Assistant Corporation) counselors
- Program faculty
- Director and staff of English-Language Programs
- Administrative Assistants
- Associate Dean
- Registrar

**Demonstrates Excellence:**

- 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 conducting admission interviews with prospective students
- Demonstrates the ability to tactfully interpret admission decisions to students, parents, and guidance counselors while maintaining confidentiality and utilizing knowledge of legal restrictions
- Maintains a high level of organization and attention to detail in order to ensure that information is accurate and easy to recover when needed
- Manages time extremely well in order to complete tasks accurately and efficiently
- Works independently with minimal supervision and produces results
- Engages comfortably and productively with people of different backgrounds, professions, and ages
- Employs thoroughness and extreme attention to detail in the evaluation of each candidate's academic records, writing, and recommendations while maintaining a comprehensive knowledge of the college's admission requirements and expectations
- Is dedicated to being a continuous learner
- Possesses a genuine desire to assist and inform both external and internal audiences for Graduate Programs
- Understands well the needs of different constituencies and takes the time to connect, communicate, listen, and counsel
- Knows the characteristics and structure of the programs of the college and expertly communicates the mission
- Behaves in a professional manner at all times while representing the College and strives for a positive dynamic in all situations
- Maintains integrity in the policies and procedures used for operating the Graduate Programs
- Implements the principles of good marketing through an excellent working knowledge of effective marketing practices, marketing strategies for adult/graduate students, and the ability to recognize different needs of individual market niches
- Remains on the cutting edge of current marketing techniques in the college's publications, advertisement, and e-marketing
- Has highest level of fiscal responsibility and respect for the college when appropriating funds to meet marketing/enrollment goals
- 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, fostering a sense of cooperation, and being an advocate for graduate students
- Demonstrates a high level of sensitivity to confidential information about prospects, students, staff, faculty, and general institutional issues

**Education and Work Experience:**

- Bachelor's degree, Master's preferred
- 2-4 years' experience in an admission office
- Previous experience with application evaluations and admission interviews, and visiting prospective students at their schools
- Professional skills in writing, computer applications, and public speaking preferred
- Prior experience working with graduate or adult students
- Prior experience working with multiple offices/departments
- Prior experience planning and implementing a marketing program for an educational institution

**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.

**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
- Technolutions Slate (CRM) – highly proficient
- Perceptive Content (SIS) – intermediate

- Ellucian Colleague (Document Imaging) – intermediate

**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 Assistant Director of Admission, 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
- Comfort with extensive travel, which could include overnights regionally and nationally
- Ability to do a great deal of long-distance driving

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.