



Position Announcement
Director of Admissions
Position #A5B008

Position Summary: Reports to the Executive Director of Enrollment Management, the Director of Admissions plays a key role in the Enrollment Management team. The Director of Admissions is expected to: plan, organize, and develop the recruitment and admissions program maintaining a high level of participation among campus; supervise admission personnel; analyze and evaluate the current admission program and seek creative and innovative ways in which to improve it.

Specific Job Duties (Essential Functions and Responsibilities)

- Oversees the day-to-day activities of the Admissions Office including the admissions operating budget.
- Develop and implement recruitment marketing and recruiting plans to achieve undergraduate enrollment goals
- Provide organizational leadership within the areas recruitment and territory management, prospect communication, admission processing and new student conversion
- Hire, develop, organize/structure, motivate and evaluate recruiting and admission operations staff including 5 admissions counselors (two are front range positions) Transfer coordinator, Welcome center coordinator, an administrative assistant and several work study students
- Coordinate Student Services including Admissions team and International students.
- Serve as the Primary Designated School Official (PDSO) to support F-1 international students, and update and maintain the Student and Exchange Visitor Information System (SVIS)
- Serve as the enrollment management liaison to the ASU Athletic Department
- Work closely with the Academic Departments, Student Services, faculty, and staff to implement a successful long-term relationship plan. Build strategic partnerships with the faculty, members of the Athletic Department, and others both on and off campus to facilitate institutional understanding that enrollment is a campus wide responsibility.
- Serve as a resource for academic departments recruitment initiatives as well as campus visit programming and event management programming experience
- Maintaining communications with high school counselors, community college advisors, college prep organizations and community organizations
- Managing and maintaining the Office of Admissions online and social media presence, including the admissions website.
- Create, run, and analyze reports in a CRM and experience with holistic file review
- Prepare and present reports on admission strategies and results, enrollment trends and other key indicators to the President, ASU Board of Trustees, faculty and other audiences
- Serve on selected university committees and represent ASU in related regional and national organizations

Minimum Qualifications:

Bachelor's degree in a related field required, Masters degree preferred, in public administration, student affairs, higher education administration or closely related field

Equivalent of 5 years of progressively responsible leadership and management experience in undergraduate student recruitment or related field preferably in the four-year public sector.

Must have at least 3 years of supervisory and budget management experience.

Preferred Qualifications:

Knowledge of student financing, enrollment marketing, and recruiting concepts and best practices, recruiting technologies, and vendor services

- Ability to develop and maintain a systematic marketing research program to support recruiting decisions
- Proven record of increasing student recruitment and retention rates at an institution of comparable size and complexity
- Strong analytical skills including quantitative analysis that utilize data-driven enrollment management techniques
- Demonstrated experience in predictive modeling, demographics, and financial aid leveraging strategies
- Demonstrated experience in assessment, institutional master planning and strategic planning
- Demonstrated oral and written communication skills
- Commitment to an organizational culture marked by trust, integrity, ethics, professionalism, inclusiveness, and respect for diversity in all its forms.

Conditions of Employment:

This position is a full-time, 12-month exempt at-will administrative position with benefits. This position reports to the Executive Director of Enrollment Management. Able to work irregular hours, including nights and weekends; also possess a valid driver's license.

Salary and Benefits:

Salary is commensurate with education, qualifications, and experience. Adams State University offers a competitive benefits package.

Required Application Materials:

- Letter of application, describing interest in and directly addressing qualifications of the position.
- Current resume/vitae.
- Names and contact information of three to five professional references.
- Unofficial or official transcripts from all post-secondary education institutions attended (official transcripts required upon hiring).

Please submit all application materials to:

Gina Willis, Office of Student Services
Adams State University
208 Edgemont Boulevard, Suite 2080
Alamosa, CO 81101
E-mail: gmwillis@adams.edu
Telephone: 719-587-7221

Review of complete applications will begin as applications are received through September 30, 2017.

In compliance with the Immigration Control Act of 1986 candidate for positions must provide proof of eligibility to work before an officer of employment can be made final.

Adams State University performs background checks as a condition of employment for prospective employees and current employees seeking certain promotional opportunities. Offers of employment are contingent upon completion of an acceptable background check. Applicants will be asked to provide personal data and sign a release form before the background check is conducted. Applicants who fail to provide the data and consent form will not be considered for employment or promotion. Background checks include review of criminal records and sex offender registry background. Credit and driving record background may apply to certain positions.

Adams State University is an Equal Opportunity/Affirmative Action employer. Applications are sought from all qualified persons regardless of race, color, sex, disability, and, as covered by law, veteran status. In addition, University policies prohibit discrimination on the basis of religion, national origin, ancestry, age, sexual orientation including transgender status and gender expression, marital status, and parental status.

The university is dedicated to fostering Inclusive Excellence, the recognition that the university's success depends on valuing, engaging, and including the rich diversity of students, staff, faculty, and administrators. Given the university's mission and student body composition, the department is actively seeking qualified applicants who have experiences, skills, and/or personal attributes that reflect perspectives that can further broaden our students' educational experience. We will give preference to qualified applicants with experience in ethnically diverse settings, who possess varied language skills, or who have a record of research that supports diverse communities, or a record of teaching a student population that includes historically underrepresented groups and other at-risk populations. Additional information about the university and the department may be found at www.adams.edu/academics/.