

Sul Ross State University

Position Description

Official Title: Director of Admissions **Salary Group:** \$45,000 - \$55,000 **Job Code:** 1244

Summary

Function: Responsible for the coordination of activities in recruiting, including serving on several University and departmental committees; assisting with orientations and other Enrollment Management activities; coordinating campus tours; working on ongoing office projects; implementing recruiting strategies; maintaining ApplyTexas common application while working with university registrar; coordinating attendance of high school college fairs; coordinating regular recruiting communication, including marketing direction; acceptance letters, prospect contacts, and web communications; and generating recruiting reports. Responsible for prospective students and applicants for immediate area surrounding Alpine, including recruitment travel and prospect management; admissions and financial assistance review; interviews and informational presentations to prospective students, high schools, and community colleges; one-on-one prospect sessions; and communication with prospects and applicants.

Scope: Day-to-day management of all site operations, including the recruitment and admission of new students (FTIC, Transfer, and Graduate), management of administrative and recruitment staff, and leadership in all areas admissions operations.

Duties

Essential:

Manage Admissions

- Positively and with consistency, coach, mentor and train admissions advisors.
- Responsible for all aspects of student acquisition and fulfillment of the admission goals.
- Ensure adequate checks and balances in admissions/enrollment process.
- Help to develop new strategies for success for enrollment/admissions.
- Work with academics in communicating new policies and changes that impact enrollment/admissions.
- Direct the follow-up activity of admissions advisors to convert prospects to applicants.
- Collaborate with other academic and administrative units to promote educational and scholarly opportunities to potential students.

Responsible for personal safety and the safety of others; must exercise due caution and practice safe work habits at all times.

Non-Essential:

Supervision

Received: Vice President for Enrollment Management

Given: Admissions staff and recruiting counselors; coordinator of transfer services at Midland College

Education

Required: Bachelor's degree

Preferred: Master's degree

Experience

Required: 4+ years equivalent experience in enrollment management, admissions, student life, or student affairs; experience operating a personal computer and working with student information system; proven experience in meeting goals and developing action plans. Extensive knowledge of enrollment management processes; strong verbal, written, and organizational skills; public speaking; coach employees for optimal performance; strong customer relationship skills Self-directed; assertive with marketing; knowledge of enrollment management processes, policies and compliance.

Preferred:

Equipment/Skills

Required: Implementing recruiting strategies; coordinating attendance of high school college fairs; coordinating regular recruiting communication, including marketing direction; acceptance letters, prospect contacts, and web communications; and generating recruiting report web communications

Preferred:

Working Conditions

Usual: Position is Security Sensitive.

Special: Recruitment travel and prospect management

Any qualifications to be considered in lieu of stated minimums require the prior approval of the Human Resources Director.

Date revised: 08/2016