

**Sul Ross State University**  
**Position Description**

**Official Title:** Director of New Student Programs

**Job Code:** 1617 RU

**Salary Group:** 4 \$40,977-\$63,515

**Summary**

Function: The director provides institutional leadership, vision, and management for comprehensive programs designed to optimize new student engagement and enhance retention strategies. The director leads efforts to develop programs and services that support student engagement. The director will collaborate with key partners in student affairs/enrollment management as well as academic units and colleges to welcome and support students in their transition to Sul Ross.

**Duties:**

The director will establish new and recurring student development programs and services that support student engagement and persistence toward degree completion. The director will determine program needs based on student data and university priorities. The director will provide recommendations and direction for policies and practices related to student orientation, support, persistence, and retention. The director will be responsible for developing coordinating, and facilitating programs for Lobo Ambassadors and orientation leaders. The director will design and implement strategic plans and events to support student affairs and enrollment management that result in the recruitment and retention of new students including but not limited Sully Showcase (in conjunction with Admissions staff), New Student Orientations, Family Day, Lobo Days, New Student Convocation, Welcome Week, and various activities during the academic year.

Additionally, the director will serve as the budget manager for new student programs, provide recommendations for student development related matters, and compliances issues, and be held accountable for compliance with appropriate institutional, state, and federal regulations and guidelines. The director will plan, delegate, and review projects related to new student engagement to meet department and division objectives. The director will perform other duties as assigned related to student engagement and success.

**Supervision**

Received: Reports directly to the associate vice president for strategic engagement.

Given: Direct supervision of student employees and Lobo Ambassadors.

**Education**

Required: Master's degree.

Preferred: Master's degree in student affairs, higher education, business, public relations, or related field.

**Experience**

Required: 2-4+ years equivalent experience in university relations, enrollment management, admissions, student affairs; or similar public relations and office environments.

Preferred:

Experience in strategic program development and event planning.

**Equipment/Skills**

Required: Strong verbal, written, and organizational skills; public speaking; coach employees for optimal performance; strong customer relationship skills; high degree of professionalism and confidentiality; appropriate understanding of financial management.

Preferred: Knowledge and application of best practices in the new student programs, orientation, transition, and retention field preferred;

**Working Conditions**

Usual: Office conditions; office hours 8 am - 5 pm Monday through Friday. Weekends as needed for new student programs.

Exempt from overtime provisions. Some travel is required. Position is Security Sensitive.

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

Revised 3/2021