

Seward County Community College
Structured Compensation - Job Description
Director of Admissions

Data Year: 2018

Prepared On: 04/03/2019

Department:	Admissions	Grade:	13
Reports To:	Dean of Students	Classification:	Exempt
Supervises Direct:	3	Supervises Indirect:	
Approved By:	C Donovan	Effective Date:	07/15/2019
		Revised Date:	04/03/2019

Role:

The Director of Admissions is a leadership position responsible for the overall management and activities of the admissions department. Serves as an integral part of the college's enrollment management team through leadership and planning of recruitment events, recruitment and enrollment activities and admissions processes. Also responsible for developing and maintaining the college recruitment plan, meeting institutional enrollment goals for new, transfer and returning students and managing the admissions budget. Position is responsible for hiring, training and motivating admissions professional and student staff, leading admissions initiatives and enrollment preparation for new students including leadership and coordination of the SCCC All Saints Days, the enrollment and orientation events. Ensure all who interact with admissions receive high levels of customer service. Supervise travel of admissions advisors. Coordinate with institutional research to obtain enrollment data for excellence in enrollment projections, processes and decision making. Coordinate and communicate regularly with academic departments for admissions updates and to ensure accurate representation of colleges academic opportunities and breadth of knowledge and recruitment support. Responsible for ensuring that all incoming students are provided information and follow-up on key enrollment preparation opportunities including the receipt of official transcripts, scholarship, placement testing, SCCC email, web access and other SCCC processes. May provide limited advising support for students enrolled in concurrent enrollment programs or for students seeking admission seeking additional information.

Essential Functions & Responsibilities:

- E 25% Contributes to a strategic enrollment plan that will effectively recruit prospective students to campus. Plans and communicates enrollment strategies for identified populations and aids recruitment and enrollment processes for each identified population. Promote an inclusive campus environment where all students are welcomed and given information to assist with successful transition to college and enrollment. Create, contribute and collaborate on communication efforts that include digital platforms such as social media, text messaging and website updates and designs. Maintain an up to date and attractive admissions approach that meets the needs of diverse student enrollment groups. Help coordinate translation of identified admissions materials into Spanish or other languages as needed.
- E 20% Supervises and leads admissions team (which includes admissions advisors, admissions secretary, student leaders and tour guides) to accomplish institutional and department goals. Ensures knowledge and training of SCCC practices and policies for all admissions staff and leads training processes. Ensure excellent customer service along with positive presentation of SCCC to prospective students, the campus community and the public. Understands the world of work and college transfer processes to ensure best communication and service for new students.
- E 15% Provide leadership for all aspects of admissions, including analysis and evaluation of enrollment data, admissions processes, student application updates or process changes, student recruitment and provision of campus events for prospective students. Updates and leads initiatives for

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recruitment and enrollment communications flow. Create and evaluate office practices and procedures e.g. student admissions, campus tours, attendance at All Saints dates, and contributes to processes leading to enrollment in classes. Communicates with SCCC campus on processes, improvements and enrollment trends. Assists campus staff with the development, implementation and evaluation of student orientation/transition strategies and processes.

- E 15% Communicate and collaborate with the executive director of marketing and public relations to support determined campus marketing and branding strategies that align with institutional branding, mission, and core values. Inform and consult the executive director of public relations and marketing about admissions communications, recruitment and marketing support/materials used for general recruitment and for marketing to specific target markets. Lead processes to secure adequate recruitment materials and supplies for each academic year and annually initiate the timeline for the acquisition of these materials. Contribute to maintaining the admissions portion of the website so that all material is updated, informative and attractive. Ensure that all publicly viewable materials have proper legal information and disclaimers as dictated by the Kansas Board of Regents
- E 15% Collaborates with the Director of Outreach to assist with high school concurrent and dual enrollment programs, concurrent advising and enrollment initiatives and activities related to information and service to high school dual enrollment and concurrent enrollment students.
- E 5% Oversees the departmental budget and maintains fiscal integrity.
- E 5% Serves on various committees. (Enrollment Management, Scholarship, Supervisors, etc. Leads the enrollment management committee)

Performance Measurements:

1. Contributes to an enrollment management plan to address specific target markets to increase future enrollment and conducts annual reviews for strategic enrollment plan.
2. Reviews, modifies and/or develops best practices for the admissions department annually or as needed.
3. Develops and oversees the responsible use of departmental budget.
4. Provides direction, vision, and training to the admissions staff in creating and maintaining excellent customer service to the public and our constituents.
5. Projects a professional image and provides outstanding customer service.
6. Meets regularly with high school counselors, businesses and community constituents to foster positive relationships.
7. Oversees the updating of program materials and that program recruitment budgets are used effectively during fiscal year.
8. Collaborates with Executive Director of Public Relations and Marketing on enrollment initiatives including social media and online updates and print materials.

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9. Gathers data to evaluate enrollment initiatives and office processes. Disseminates results and makes needed changes in a timely fashion.
10. Interviews and trains prospective student ambassadors for SCCC tours, public presentations, communication and customer service.
11. Develops and maintains positive relationships with students.
12. Provides leadership and motivation to admissions team and others to common goals. Works within a team setting and is an active SCCC team member.
13. Work days and some evenings and Saturdays, when required.
14. Attends KACRAO (Kansas Association of Collegiate Registrars and Admissions Officers) on an annual basis and additional professional development, as needed.
15. Conducts annual performance evaluations as per college procedures with each member of the admissions team to review performance and individual/office goals.
16. Actively participates in community and college events promoting the college and college programs.
17. Keep commitments, meet deadlines and achieve target results.
18. Chairs Enrollment Management Committee and serves on additional committees, as assigned.
19. Accepts and completes additional assignments as assigned by supervisors.
20. Maintains depth of knowledge for one academic division and breadth of knowledge on others.
21. Ensures information dissemination and follow-up on key campus processes related to enrollment success. (placement testing, financial aid and scholarship awareness and ability to navigate SCCC email, and electronic or web processes.
22. Stays up to date on campus academic advising processes and training.
23. Establishes environment of teamwork and collaboration within SCCC campus community. Assists and coordinates with departments and services as appropriate for SCCC campus community goals.

Knowledge and Skills:

Experience	Two years to five years of similar or related experience.
Education	A Bachelor's degree in Administration, Leadership, Marketing or related field required. Two to five years of experience in recruiting, admissions or similar or related experience required. Master's degree preferred. Postsecondary education administration education a plus
Interpersonal Skills	A significant level of trust and diplomacy is required, in addition to normal courtesy and tact. Work involves extensive personal contact with others and/or can be of a personal or sensitive nature. Work may involve motivating or influencing others. Outside contacts become important and fostering sound relationships with other entities (companies and/or

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individuals) becomes necessary and often requires the ability to influence and/or sell ideas or services to others.

Other Skills

Knowledge of:

Familiarity with higher education practice and policies

Monitoring and interpretation of enrollment data.

Best practices in college admissions and recruitment

College recruitment strategies

Social Media and digital communications platforms

Writing that maintains proper grammar, punctuation

Skills in:

Customer service expertise

Microsoft Word, Excel and PowerPoint and Banner to prepare and maintain records, correspondence, reports and other data

Shows strong writing skills

Supervisory skills – office staff and student leaders

Budget management skills

Conflict resolution skills

Motivation and leadership skills

Strong interpersonal communication and relationship building skills

Effective and influential speaking skills. Both large and small groups of people

Preparation and presentation of accurate, attractive and effective presentations.

Demonstrates excellent listening skills, to include listening not only for content but for intent

Critical thinking

Ability to:

Produce accurate, attractive and effective communications

Cooperates and collaborates as a member of a campus team

Analyze data for decision making

Maintain proper grammar, punctuation. Shows strong writing skills

Speak effectively in the public

Produce attractive communications

Supervise office staff and complete departmental goals

Manage a budget effectively

Resolve conflict

Motivate others

**Physical
Requirements**

Physical requirements are based on an 8 hour work day and may vary slightly.

Sitting for a period of 1 hour at one time with a total of 4 hours

Standing for a period of 15 minutes at one time with a total of 2 hour

Walking for a period of 15 minutes at one time with a total of 2 hours

Lifting up to 25 lbs. frequently and up to 50 lbs occasionally

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Carrying up to 25 lbs. frequently and up to 50 lbs occasionally
Repetitive Action: use of right and left hand for simple grasping, pushing and pulling, fine manipulation and 2-3 hours of keyboarding daily
Bending, squatting, crawling, and reaching above shoulder level occasionally
Keyboarding 2-3 hours daily
Exposure to marked changes in temperature during summer fairs and recruiting events
May carry materials for table displays and recruiting events

****Most physical requirements are related to travel and transporting displays, paperwork, and recruitment supplies. The employee has discretion on how this is done. Much work is done seated or standing.****

Work Environment Campus based with occasional travel to area high schools, career planning conferences, professional development meetings, etc. Some overnight stays will be necessary. A driver's license is an expectation of the job.

Disclaimer:

This job description is not designed to cover or contain a comprehensive listing of activities, duties, or responsibilities required of the employee, and at no time does the job description constitute a contract. The college may exercise its employment-at-will rights at any time.

This Job Description is not a complete statement of all duties and responsibilities comprising the position.

Printed Employee Name

Date

Employee Signature