



**TITLE: Director of Admissions**

**UNIVERSITY/SCHOOL/DEPT:** Admissions

**DATE PREPARED:** 5 July, 2018

**REPORTS TO:** Vice President for Advancement and Marketing

**FLSA:** Exempt

**POSITION SUMMARY:**

Under the direction of the Vice President for Advancement and Marketing, the Director of Admission will be responsible for organizing and directing the University's effort to market its programs to prospective undergraduate and graduate students and their families; develop and implement a strategic enrollment plan, and facilitate the development of enrollment goals; manage the budget; supervise and evaluate the performance of assigned staff; recruit students and provide information regarding the University to prospective undergraduate and graduate students; and partner with colleagues and faculty to review applications, follow up with prospective students, select qualified applicants, and make recommendations regarding admissions.

**PRINCIPAL DUTIES AND RESPONSIBILITIES:**

1. Plan, organize and direct the effort to market the University to prospective undergraduate and graduate students and their families.
2. Partner with Vice President for Advancement and Marketing to develop and implement a strategic enrollment plan and facilitate the development of enrollment goals.
3. Develop, monitor and evaluate the Admissions marketing plan including publications, school relations, telemarketing and new technology; evaluate computer software and recommend changes to enhance recruitment programs.
4. Participate in and lead recruitment activities; travel to various locations and make presentations; represent and coordinate University participation in local college fairs; respond to correspondence and phone calls.
5. Read and evaluate applications with colleagues and faculty; assure applicant credentials meet qualifications for admission; select qualified applicants and make recommendations regarding admissions.
6. Meet with designated prospective students individually; respond to questions or concerns of students; follow up with students as needed.
7. Make, receive and respond to various telephone calls; respond to inquiries regarding scholarships, financial aid, admissions process and related matters.
8. Supervise and evaluate the performance of assigned staff; interview and select employees and recommend transfers, reassignment, termination and disciplinary actions; plan, coordinate and arrange for appropriate training of staff.
9. Direct the preparation and maintenance of a variety of narrative and statistical reports, records and files related to assigned activities; develop and maintain various admissions reports.
10. Provide technical expertise, information and assistance to the Vice President for Advancement and Marketing regarding assigned functions; assist as needed in the formulation and assistance and development of policies, procedures and programs.
11. Develop and prepare the admission budget recommendation to the Vice President for Advancement and Marketing; analyze and review budgetary and financial data; control and authorize expenditures in accordance with established limitations.

12. Communicate with other administrators, faculty members, University personnel and vendors to coordinate activities and programs, resolve issues and conflicts and exchange information; coordinate a variety of Admissions activities with campus departments.
13. Attend a variety of meetings as assigned.
14. Represent Heritage University in the most positive manner with prospective, former and current students, clients, suppliers and the community we serve. Interacts effectively with a diverse group of faculty, staff, students and other customers of our services, learns and uses operating practices of the department and Heritage University.
15. Uphold the Heritage University Mission Statement.
16. Handle confidential information with tact, discretion and in compliance with FERPA regulations.

**OTHER DUTIES AND RESPONSIBILITIES:**

1. Performs other functions as necessary or as assigned.

**KNOWLEDGE, SKILLS AND ABILITIES REQUIRED:**

1. The position requires a strong commitment to multiculturalism and diversity.
2. The employee must have high personal motivation, with great attention to detail and accuracy, project a positive and vibrant attitude in assisting people, and have high ethics of honesty and confidentiality with a genuine and gracious presence pertaining to the students, faculty, staff and business of the department and the University.
3. The employee must be able drive a vehicle and possess (or have the ability to attain) a Washington Drivers License.
4. The position may require lifting up to 25 lbs, as well as bending, stooping, kneeling for the purposes of setting up and taking down admissions displays.
5. Position will require travel and varied working hours including evenings and weekends.

**EXPERIENCE AND QUALIFICATION REQUIREMENTS:**

Bachelor's degree with minimum of five years of increasingly responsible experience in an admissions office or related field.

Knowledge of planning, organization, and direction of the enrollment marketing effort; marketing principles applicable to admission outreach; interviewing techniques; operation of a computer and applicable software; Heritage University mission, goals and objectives; budget preparation and control; oral and written communication skills; principles and practices of administration, supervision and training; applicable laws, codes, regulations, policies and procedures; interpersonal skills using tact, patience and courtesy; and record-keeping techniques.

**APPLICATION INFORMATION AND DEADLINE** Applications should include the following:

- Cover Letter
- Resume
- List of References (*names, addresses & phone numbers of 3-5 current professional references*).
- HU Employment Application    LINK:HU App

Review of applications will begin immediately and will continue until the position is filled.

To apply, please email application material to: [Humanresources@heritage.edu](mailto:Humanresources@heritage.edu) or Heritage University Office of Human Resources 3240 Fort Road Toppenish, WA 98948