



JOB DESCRIPTION

TITLE: Director of Admissions

DEPARTMENT: Admissions

REPORTS TO: Vice President for Advancement and Marketing

FLSA: Exempt

SALARY: \$65,000-\$75,000

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.

DUTIES AND RESPONSIBILITIES:

1. Represents 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.
2. Upholds the Heritage University Mission Statement
3. Handles confidential information with tact, discretion and in compliance with FERPA regulations.
4. **Strategic Planning:** Plan, organize, and lead efforts to market the University to prospective undergraduate and graduate students and their families.
5. **Team Leadership:** Manage the admissions team, defining roles and responsibilities to meet University goals. Supervise and evaluate staff, and coordinate training as needed.
6. **Recruitment Activities:** Participate in and lead recruitment initiatives, including travel, presentations, and representation at college fairs. Respond to inquiries and correspondence.
7. **Collaboration:** Partner with the Vice President for Advancement and Marketing to develop and execute a strategic enrollment plan and enrollment goals. Coordinate admissions activities with other university departments and liaise with administrators, faculty, staff, and vendors.
8. **Marketing Strategy:** Develop, monitor, and assess the Admissions marketing plan, including publications, school relations, telemarketing, events, and technology improvements.
9. **Application Evaluation:** Evaluate applications alongside colleagues and faculty, ensuring applicants meet admission criteria and making recommendations for acceptance.
10. **Student Interaction:** Meet with prospective students and families, addressing their questions and concerns, and providing follow-up support.
11. **Communication:** Manage various forms of communication, responding to inquiries about scholarships, financial aid, the admissions process, and related matters.
12. **Reporting:** Oversee the preparation and maintenance of reports, records, and files related to admissions activities. Develop and maintain admissions reports.
13. **Technical Expertise:** Provide expertise and assistance to the Vice President for Advancement and Marketing. Contribute to policy and procedure development as needed.
14. **Budget Management:** Develop and recommend the admission budget, analyze financial data, and control expenditures within established limits.
15. **Meeting Participation:** Attend assigned meetings.
16. **University Representation:** Represent Heritage University positively to various stakeholders. Interact effectively with diverse groups, including high school and community college administrators, faculty, staff, and students.

17. **Mission Alignment:** Uphold the Heritage University Mission Statement.
18. **Confidentiality:** Handle confidential information with discretion and in compliance with FERPA regulations.

OTHER DUTIES AND RESPONSIBILITIES:

1. Performs other functions as necessary or as assigned

KNOWLEDGE, SKILLS AND ABILITIES:

1. **Commitment to Diversity:** The candidate must demonstrate a strong commitment to multiculturalism and diversity.
2. **Personal Attributes:** The employee should possess high personal motivation, meticulous attention to detail, and an unwavering commitment to accuracy. They should project a positive and vibrant attitude when assisting individuals and maintain high ethical standards of honesty and confidentiality. A genuine and gracious demeanor in interactions with students, faculty, staff, and the department's and university's business is essential.
3. **Driving Skills:** The employee must be capable of driving a vehicle and possess, or have the ability to obtain, a valid Washington Driver's License.
4. **Physical Requirements:** The position may involve occasional lifting of up to 25 lbs., as well as bending, stooping, and kneeling when setting up and dismantling admissions displays.
5. **Flexible Schedule:** The position may require frequent travel and flexible working hours, including evenings and weekends, to accommodate recruitment and admissions activities.

EXPERIENCE AND QUALIFICATION REQUIREMENTS:

Bachelor's degree required, Master's degree preferred, with a 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.

BENEFIT PACKAGE (benefit eligible is at least .75 FTE):

- Health Benefits - medical, dental, and vision
- No cost life insurance.
- Paid Time Off
- 18 Paid Holidays
- Matching 403(b) Contribution after a year of service.
- Tuition Waiver Program
- Additional plans are available for purchase. This includes AFLAC and additional life & ADD insurance.
- Many other employee engagement programs.

APPLICATION INFORMATION AND DEADLINE: Applications should include the following:

- Cover letter (please address all position qualifications – required and preferred)
- Resume
- List of References (names, email addresses & phone numbers of 3-5 current professional references)
- HU Employment Application Link: www.heritage.edu

Review of applications will begin immediately and will continue until the position is filled. Position is subject to funding.

Qualified candidates may submit application material to: HumanResources@heritage.edu or Heritage University Office of Human Resources 3240 Fort Road Toppenish, WA 98948

Heritage University is an equal opportunity/equal access/affirmative action employer fully committed to achieving a diverse workforce and complies with all Federal and State laws, regulations, and executive orders regarding non-discrimination and affirmative action.