



JOB DESCRIPTION

TITLE: Assistant Director of Admissions, Tri-Cities Regional Site

DEPARTMENT: Office of Admissions

REPORTS TO: Director of Admissions

FLSA: Exempt

SALARY RANGE: \$55,000-\$68,000

POSITION SUMMARY:

Personnel at the Tri-Cities Regional Site oversees outreach to prospective students, recruitment, retention, advising, enrollment, financial aid assistance, and student matriculation for students in the programs offered at our Tri-Cities Site. The role of the Assistant Director is to implement the recruitment strategies for prospective students in area high schools, community colleges, local businesses, and Community organizations. The Assistant Director provides leadership for admissions operations at the Tri-Cities Regional Site, including direct supervision of Tri-Cities admissions personnel and coordination of regional recruitment initiatives in collaboration with the Director of Admissions. The Assistant Director will be responsible for management of all aspects of the recruitment process and the seamless transition of students to other services including financial aid, advising, and registration. The Assistant Director is one of the University's primary representatives in the area and must provide prompt and accurate information and must conduct all functions in a fashion that reflects the University's mission and values.

PRINCIPAL DUTIES AND RESPONSIBILITIES:

1. Identify and recruit exceptional students for bachelor's, master's degree and certificate programs from high schools, community colleges, businesses, industries and community organizations.
2. Spend approximately 80% of assigned work time at the Tri-Cities Regional Site and 20% at the Toppenish campus, supporting recruitment initiatives, enrollment activities, and coordination with the Office of Admissions leadership.
3. Provide supervision, leadership, and guidance to Admissions Counselors and other Admissions personnel located at the Tri-Cities Regional Site, including oversight of recruitment activities, goal tracking, performance expectations, and coordination of outreach efforts in alignment with the Office of Admissions enrollment goals.
4. Assist the Director of Admissions in coordinating and implementing recruitment strategy for the Tri-Cities service area, including oversight of regional outreach planning, community partnerships, and enrollment initiatives that support growth in undergraduate, graduate, and certificate programs
5. Maintain consistent and proactive communication with the Director of Admissions regarding Tri-Cities Regional Site activities, recruitment progress, staff supervision, and strategic updates to ensure alignment with university enrollment goals.
6. Meet quantitative and qualitative goals for inquiries, applications, admitted and enrolled students.
7. Represent Heritage University and its leadership at community, school, and partner events throughout the region, serving as a visible ambassador of the University while strengthening partnerships and promoting academic and enrollment opportunities.
8. Work collaboratively with colleagues in financial aid, advising, registrar and other campus offices to ensure a consistent and smooth transition from applicant to student.
9. Establish and maintain a dynamic, cooperative relationship with program chairs and faculty.

10. Establish and maintain professional network with Heritage University administrators, directors, etc.
11. Maintain detailed knowledge of degree programs offered in the Tri-Cities, including requirements, curriculum, policies and procedures, student and faculty accomplishments and general knowledge about Heritage University.
12. Handle confidential student information with tact, discretion and in compliance with FERPA regulations.
13. Represent Heritage University in the most positive manner with prospective, former and current students, clients, suppliers and the communities we serve.
14. Interact effectively with a diverse group of faculty, staff, administrators at Heritage University and the regional partner with which we are affiliated.
15. Learn and use best practices of Heritage University and the partner college with which we are affiliated.
16. Uphold the Heritage University Mission Statement.
17. Perform other duties as assigned by the Director of Admissions

KNOWLEDGE, SKILLS AND ABILITIES REQUIRED:

A. Knowledge:

- Bachelor’s degree required.
- 3 to 5 years of admissions and/or financial aid experience strongly preferred.
- The ability to work independently and balance competing priorities is essential.
- Experience with marketing and market research in higher education a plus.
- Demonstrated ability to develop effective working relationships with faculty, campus officials, staff, and community agencies and schools and students from diverse backgrounds required.

B. Skills:

- Extraordinary interpersonal skills must be able to effectively communicate with a wide range of populations throughout the day, including traditional and non-traditional students, families, school staff and administrators, and business and community leaders.
- Must be a goal-oriented self-starter who can take initiative and identify opportunities for market development and growth.
- Experience working in a professional setting with demonstrated ability to manage a high volume of tasks simultaneously.
- Sensitivity to working in a multicultural setting is imperative.
- Able to use multi-line phone system, PC, and Microsoft Office suite required, knowledge of Jenzabar J! and JRM student information system a plus.
- Bilingual/biliterate/bicultural in English/Spanish is preferred.
- Professional dress required.
- Must have valid driver’s license and access to personal transportation.

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

- Health Benefits - medical, dental, and vision
- No cost life insurance
- Paid Time Off
- 21 Paid Holidays
- Matching 403(b) Contribution after a year of service.
- Tuition Waiver Program- 6 month waiting period
- Additional plans are available for purchase. This includes AFLAC and additional life & ADD insurance.
- Many other employee engagement programs.

APPLICATION INFORMATION AND DEADLINE:

Applications-Required information please 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: [HU Application](#)

Review of *complete applications submitted*, with the listed above, will begin immediately and will continue until the position is filled.

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 comply with all Federal and State laws, regulations, and executive orders regarding non-discrimination and affirmative action.