

TITLE: Assistant Director of Admissions, Toppenish Campus

DEPARTMENT: Office of Admissions

REPORTS TO: Associate Vice President of Enrollment

FLSA: Exempt

SALARY RANGE: \$55,000–\$68,000

POSITION SUMMARY

The Assistant Director of Admissions provides leadership and operational support for undergraduate admissions and recruitment activities at Heritage University's main campus while serving as the primary Admissions support and recruitment lead for the University's graduate programs.

PRINCIPAL DUTIES AND RESPONSIBILITIES

1. Represent Heritage University in a professional, welcoming, and positive manner while upholding the university's mission and values
2. Assist the AVP of Enrollment with the coordination and implementation of recruitment and enrollment strategies for the Toppenish campus.
3. Provide day-to-day leadership, guidance, and support to Admissions Counselors and other Admissions personnel located at the Toppenish campus, including recruitment activity, goal tracking, outreach efforts, and adherence to established admissions processes and expectations.
4. Meet established quantitative and qualitative undergraduate enrollment goals for inquiries, applications, admitted students, and enrolled students within assigned recruitment responsibilities.
5. Assist with the planning, coordination, and execution of Admissions events and enrollment activities at the Toppenish campus.
6. Represent Heritage University at recruitment events, community events, college fairs, school visits, graduate fairs, employer events, and other outreach activities as assigned.
7. Support the AVP in monitoring undergraduate recruitment progress, enrollment goals, counselor activity, and prospective student pipelines.
8. Assist in identifying enrollment trends, recruitment opportunities, barriers to enrollment, and areas for improvement and communicate findings and recommendations to the AVP.
9. Work collaboratively with Financial Aid, Advising, the Registrar, Student Accounts, academic departments, and other campus offices to ensure a consistent and smooth transition from applicant to enrolled student.
10. Serve as the primary Admissions Counselor and recruiter for prospective graduate students across Heritage University's graduate programs.
11. Manage prospective graduate students through the admissions funnel from inquiry through enrollment, including proactive communication, application assistance, document completion, admission follow-up, and coordination of next steps.
12. Establish and maintain dynamic and cooperative relationships with academic program chairs, faculty, University administrators, directors, staff, and other campus partners.
13. Handle confidential student information with tact and discretion and in compliance with FERPA regulations.
14. Perform other duties as assigned by the AVP.

KNOWLEDGE, SKILLS AND ABILITIES REQUIRED

A. Knowledge

- Bachelor's degree required
- Bilingual/biliterate/bicultural in English/Spanish preferred.
- 3–5 years of admissions, enrollment management, higher education, student services, or related experience strongly preferred.
- Previous experience recruiting or supporting graduate, adult, transfer, or non-traditional students preferred.
- Demonstrated understanding of the college admissions and enrollment process.
- Ability to work independently, exercise sound judgment, and balance competing priorities.
- Experience with recruitment strategy, marketing, outreach, or market development in higher education preferred.
- Demonstrated ability to develop effective working relationships with faculty, campus officials, staff, community organizations, schools, employers, and students from diverse backgrounds.
- Experience providing leadership, mentorship, or supervision to professional staff preferred.

B. Skills

- Extraordinary interpersonal and communication skills with the ability to effectively communicate with traditional and non-traditional students, graduate students, families, faculty, administrators, school personnel, business leaders, and community partners.
- Must be a goal-oriented, results-driven self-starter who can take initiative and identify opportunities for enrollment growth.
- Strong organizational and time-management skills with demonstrated ability to manage a high volume of tasks and prospective students simultaneously.
- Ability to develop relationships with graduate program faculty while maintaining a student-centered and enrollment-focused approach.
- Strong written and verbal communication skills, including the ability to present effectively to individuals and groups.
- Ability to analyze recruitment and enrollment data and use information to inform recruitment strategy and priorities.
- Sensitivity to working in a multicultural environment is imperative.
- Ability to use Microsoft Office and University student information and CRM systems; knowledge of Jenzabar J1 and JRM is a plus.
- Professional dress required.
- Must have a valid driver's license and access to personal transportation.
- Ability to work occasional evenings and weekends as required for recruitment events and enrollment activities.

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
- 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
- Resume
- List of References (names, addresses & phone numbers of 3-5 current professional references).
- HU Employment Application LINK: [HU Application](#)

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

To apply, please email application material to: Humanresources@heritage.edu OR Heritage University Office of Human Resources 3240 Fort Road Toppenish, WA 98948

We thank all applicants for their interest; however, only those selected for an interview will be contacted.

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 order regarding non-discrimination and affirmative action.