



Job Description

Job Title	Director of Undergraduate Admission
Report To:	Jonathan H. Henry, Vice President of Enrollment Management
Department:	Undergraduate Admission
FLSA Status:	<i>Exempt</i>
Prepared By:	Jonathan Henry
Prepared Date:	April 23, 2015
Revised By:	
Revision Date:	
Approved By:	<i>Jonathan Henry, Robert Clark</i>
Approved Date:	April 24, 2015

SUMMARY

Reporting to the Vice President of Enrollment Management, the Director of Undergraduate Admission (DUA) provides strategic direction and leadership for a results-oriented undergraduate admissions operation, and the emerging online and extended learning admissions process. Acting as the chief admissions officer, the DUA must galvanize a university-wide admission effort that is, at its heart, student-centered, and lead a team that is dedicated to student success. The DUA will direct efforts to garner the support of fellow enrollment functional leaders and members of the senior cabinet, as well as faculty, staff, and alumni.

This key leadership position requires visionary leadership with strong entrepreneurial, strategic, and analytic skills; proven success in the areas of recruitment and admissions tactics, and finesse as a manager and collaborator.

DUTIES AND RESPONSIBILITIES include the following. Other duties may be assigned.

- Plan and execute a broad array of strategic and tactical admissions recruitment objectives as directed by the Vice President of Enrollment Management (VPEM), and informed by university strategic plan and enrollment management plans.
- Provide effective and dynamic leadership for the undergraduate Admissions Office, creating a culture of recruitment and an atmosphere of accountability, ingenuity and excellence in student service.
- Develop efficient and effective admission procedures for processing applications, including the emerging Husson Online division, in consultation with the Vice President for Academic Affairs, Director of Online and Extended Learning, and the Vice President of Enrollment Management.
- Supervise the Admissions Office staff, developing and implementing effective recruitment strategies that meet annual university enrollment goals. Oversee all recruitment initiatives and office operations including prospect development, marketing channels, recruitment travel, on- and off-campus recruitment events, application processing, and database management.

- Consult regularly with the Vice President of Enrollment Management and the Director of International Initiatives on the continuous development of recruitment strategies targeted at key student audiences including first-year, transfer, non-traditional, in-state, New England, the Northeast, and international populations.
- Consult regularly with Director of Financial Aid and VPEM in the development and execution of financial aid strategy, leveraging institutional merit- and need-based financial aid funds to maximize student enrollment.
- Utilize institutional research, trend data and vendor/partner analyses to make data-driven decisions regarding the targeting of recruitment strategies and fiscal and human resources.
- Work closely with the Manager of Enrollment Marketing and the University Communications and Marketing Offices in the creation and deployment of a wide range of recruitment collateral, including print, e-campaigns, social media, telecounseling and website pages.
- Participate in the university's effort to improve and/or replace current student information system and/or implementation of a CRM inquiry management system. Collaborate with the VPEM regarding software and systems that will facilitate achievement of recruitment goals and objectives.
- Supervise, participate in, and evaluate a wide range of recruitment activities executed by the Admissions Office.
- Represent the university at numerous recruitment events on and off campus.
- Participate in local, regional and national professional associations to ensure best practices and currency of admissions tactics and procedures.

QUALIFICATIONS

To perform this job successfully, an individual must be able to perform each duty satisfactorily. The requirements listed below are representative of the knowledge, skill, and/or ability required. Reasonable accommodations may be made to enable individuals with disabilities to perform the functions.

- Demonstrated capacity to lead a diverse team of admissions staff working in a unified fashion to establish and implement complex strategies.
- Ability to provide effective leadership with regard to staff development, change management, process development and/or improvement, and conflict resolution.
- Personal integrity, excellent interpersonal and communication skills, significant strategic and analytical capacity, technological savvy, a collaborative work style, and commitment to excellence.
- Knowledge of university enterprise information systems, best practices in admissions recruitment, and technology related to current sophisticated marketing techniques.

EDUCATION and/or EXPERIENCE

- Bachelor's degree required. Master's degree in higher education or related field preferred
- Five to seven years of progressive experience in admissions or enrollment services.
- Supervisory experience in a college or university setting, monitoring performance of both salaried and hourly personnel.
- Knowledge of financial aid policy, regulation and funding sources including federal, state, and private sources.

PHYSICAL DEMANDS

The physical demands described here are representative of those that must be met by an employee to successfully perform the functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the functions.

While performing the duties of this job, the employee is regularly required to sit and use hands to finger, handle, or feel. The employee frequently is required to reach with hands and arms. The employee is occasionally required to stand, walk, and talk or hear.

The employee must occasionally lift and/or move up to 25 pounds. Specific vision abilities required by this job include close vision, distance vision, color vision, depth perception, and ability to adjust focus.

WORK ENVIRONMENT

The work environment characteristics described here are representative of those an employee encounters while performing the functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the functions.

The noise level in the work environment is usually quiet.

SAFETY STANDARD:

Each employee shall use care in the performance of his/her duties and act in a manner that will assure maximum safety to themselves, fellow employees, and the public. All unsafe conditions, accidents and injuries shall be reported immediately to the supervisor.

*This job description should not be construed to imply that these requirements are the exclusive standards of the position. Tasks may be added, deleted or altered as organizational needs evolve, and employee may be required to follow any other instruction, and to perform any other related duties, that may be required by their supervisor.

Received by:

Employee Name (print)

Employee Signature

Date

JHH