Position Title: **DIRECTOR OF ADMISSIONS**

Department: Enrollment Services

Reports To: Vice President for Enrollment and Student Success

Classification/ FLSA Status: Level II (Exempt Administrative)

Primary Function: The director of admissions, under the supervision of the vice president for enrollment and student success, has the primary responsibility of overseeing the daily operations of the admissions team. The director of admissions has primary responsibility for managing the prospective student database. The director of admissions is responsible for the supervision of the enrollment specialist and the enrollment marketing coordinator. In addition to supervisory duties, the director will manage prospective student records based on assigned geographical territory. The director of admissions is responsible for the oversight of the student ambassador program and admission events, either directly or indirectly.

Key Responsibilities:

1. Oversee the daily operations of the admissions department, including critical admission functions, customer service and prospective student communications

2. Foster relationships with prospective students and to serve as a primary resource for those students as they progress through the admission process; maintaining regular contact with those students via phone and/or electronic media to answer questions and facilitate their matriculation

3. Maintain accurate admission applicant records, documenting all contacts with applicants in the CRM system

4. Maintain up-to-date knowledge of pre-chiropractic educational requirements and knowledge of existing admission standards; utilizing that knowledge to evaluate college transcripts of prospective students and identify appropriate courses for the satisfaction of prerequisite requirements

5. Communicate knowledge of the campus and campus life to prospective students during admission process

6. Foster relationships between prospective students and key representatives from the college (i.e., current students, faculty and alumni)

7. Participate in all planning stages of on-campus admission events

8. Monitor and develop, if needed, the department's standard process for the collection of required documents and performance of transcript evaluations in order to ensure compliance with accreditation requirements, college policies and all other federal regulations related to college admission

9. Evaluate applications of prospective students, making decisions regarding admission

10. Develop and implement systems, in coordination with the vice president for enrollment and student success and the enrollment operations manager, procedures and necessary policies for efficient recruiting and counseling processes which include, but are not limited to, timely follow-up through the CRM system, phone calls and regular contact with potential students in order to move them from prospective students to enrolled students

11. Monitor reports and recruitment activities of the enrollment specialist offering support and corrective measures as needed to meet desired outcomes, benchmarks and measurable goals

12. Ensure the accurate movement of data from the CRM system to the SIS system

13. Be a resource for the development of recruitment materials

14. Supervise the hiring, training and onboarding of new admissions staff

15. Prepare and evaluate, along with the vice president for enrollment and student success, the annual budget, CIP goals and enrollment goals for the department

16. Represent Sherman College at colleges, universities, and other events, both locally and nationally

17. Work with vice president for enrollment and student success to develop and implement the college's comprehensive student recruitment plan.

18. Have a thorough knowledge of the prospective student database in order to establish, create, and distribute reports for counselors to meet recruitment measures.

19. Develop effective territory assignments of counselors in focus markets identified by the college.

20. Establish benchmarks and measurable goals for admissions staff

21. Participate in the planning, organization, and execution of campaigns through Slate

22. Create, manage, and cultivate articulation agreements with other institutions

23. Assist in the oversight and management the student ambassador program as either the directly responsible party or through supervisory duties of the employee directly responsible for training and developing the student ambassadors in their endeavors to assist the admissions department in recruiting prospective students through activities such as tours, campus visits, and special events such as Showcase Sherman Weekend. Additional activities should include regular ambassador meetings, ambassador trainings, webpage content maintenance and management of the program budget and inventory

24. Assist in the oversight and management and participate in admissions events, which include but are not limited to Showcase Sherman Weekends and weekly campus visits, as the supervisor of employees directly responsible for these events

25. Participate in professional development opportunities as needed and permitted by budget

26. Participate in the annual Lyceum

Miscellaneous

1. Assume such other duties as may be assigned by the vice president for enrollment and student success

2. Lend enthusiastic support to college policies and to fellow co-workers, particularly in the presence of students and support personnel

3. Demonstrate commitment to the mission of Sherman College in any way correlated to the position

Basic Knowledge and Skills:

- Bachelor's degree
- 5-6 years of experience in higher education admissions setting
- Ability to write, read, and speak English fluently
- Willingness to work in a team-oriented, collaborative environment
- Excellent verbal and written communication skills
- Excellent organizational, interpersonal and supervisory skills

- Computer skills: Microsoft Office Suite
- Valid driver's license
- Ability to travel

Preferred Knowledge and Skills:

- Prior supervisory experience
- Bilingual in English and Spanish
- Knowledge of chiropractic
- Computer skills: Populi CRM/SIS systems

Reporting to this position:
Enrollment Experience Coordinator
Enrollment Marketing Coordinator
Enrollment Operations Manager
Enrollment Specialist(s)
ROAR and Enrollment Operations Intelligence Specialist

Physical demands and work environment:
***Physical demands*:** While performing the duties of this job, the employee is occasionally required to walk, stand, sit; use hands to finger, handle or feel objects or controls; reach with hands and arms; talk and hear. Specific vision abilities required by the job include close vision, distance vision and the ability to adjust focus. Employee may also be required to carry, lift and/or pull 25 lb. maximum.

Mental stress: Fast-paced office environment with numerous and simultaneous demands and deadlines as well as long days if traveling

***Work environment*:** While performing the duties of this job the employee works in a controlled work environment and the noise level in the work environment is usually minimal.

General sign-off: The employee is expected to adhere to all company policies and to act as a role model in the adherence to policies.

I have read and understand this explanation and job description:

Signature: _____ Date: _____