



DATE ISSUED: 09/17
FLSA: Exempt
PTO: VCS

JOB DESCRIPTION

TITLE

Assistant Director, Admissions

JOB SUMMARY

Performs responsible work in the coordination of recruitment efforts of a targeted population – transfer and graduate. Assists in the development and implementation of efforts designed to achieve overall enrollment goals. Serves on various administrative committees when related to their respected target population. Work is performed under general supervision and performance is based upon completion of assignments and results obtained. The performance evaluation is conducted through the performance evaluation system and in accordance with the University Policies & Procedures.

ORGANIZATIONAL RELATIONSHIPS

Reports to: Director of Admissions and Associate Director of Admissions

Supervises: May supervise other staff members and student assistants

ESSENTIAL DUTIES - May include, but not limited to the following:

- Coordinates recruiting efforts for a targeted population by working with departments, schools, colleges and community programs.
- Represents the university and its programs to the general public at various recruitment events.
- Coordinates and hosts area and off-campus visitation programs and tours for prospective students.
- Serves as a liaison between prospective students and external constituents with TWU academic and student service departments.
- Coordinates counselor update sessions to be held at various locations.
- Cultivates key relationships and partnerships with external constituents at high schools, colleges/universities, professional organizations, and/or area business/health care facilities.
- Visits and counsels prospective students in person, via phone and email.
- Follows up with prospective students from inquiries through enrollment.

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- Manages the promotion and facilitation of specific partnerships with external constituents.
- Prepares regular reports on recruitment activities.
- Recruits, selects, trains, and coordinates faculty and staff volunteers for recruiting efforts.
- Collaboratively designs and implements recruiting initiatives, goals, strategies, and marketing efforts, including publications, related to target market recruiting.
- Assists in resolving complex admissions situations.

ADDITIONAL DUTIES

- Performs other duties as requested.

EDUCATION

Bachelor's degree required. Master's degree preferred.

EXPERIENCE

Three years experience in a college/university setting or in a business sales/customer relations setting.

REQUIREMENTS

Valid Texas driver's licenses and a safe driving record such as required by the university for Driver's Authorization.

Regular and reliable attendance at the University during regular scheduled days and work hours is an essential function of this position.

KNOWLEDGE, SKILLS, AND ABILITIES - The following are essential:

- Knowledge and strong understanding of the college recruitment processes and the matriculation of prospective students to enrolled students.
- Ability to make excellent decisions, extremely detailed oriented, highly organized, and strong interpersonal skills.
- Ability to coordinate work with other employees, providing direct instruction or supervision as assigned.
- Knowledge of University policy concerning admissions policies and processes.

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- Ability to establish and maintain effective work relationships with Parents, students, faculty, staff, and the public.
- Ability to organize work effectively, conceptualize and prioritize objectives and exercise independent judgment based on an understanding of organizational policies and activities.
- Ability to integrate resources, policies, and information for the determination of procedures, solutions, and other outcomes.
- Ability to communicate effectively orally, by phone, in person, and in writing.
- Ability to represent the department and University in a friendly, courteous, and professional manner.
- Ability to operate a motor vehicle to travel to recruitment events.
- Ability to use a personal computer and other office equipment, including related university software and email.

PHYSICAL DEMANDS

The physical demands described in the Essential Duties and below are representative of those that must be met by an employee to successfully perform the essential duties of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential duties.

The employee must have the ability to operate a motor vehicle. The employee may be required to travel.

WORK ENVIRONMENT

All employees are responsible for maintaining an environment that is free from discrimination, intimidation, harassment, including sexual harassment. Work is normally performed in a typical interior work environment.

SAFETY

TWU promotes a safe working environment. Employees are responsible for completing assigned tasks safely and efficiently, and supervisors are responsible for creating and maintaining a safe work environment. Employees must report any unsafe work conditions or practices, as well as any near-miss incidents, to their supervisor and Risk Management. Supervisors and employees should ensure that injury/accident reports are submitted to the Office of Human Resources and Risk Management within 24 hours of the incident.

The job description does not constitute an employment agreement between the employer and employee and is subject to change by the employer as the needs of the employer and requirements of the job change.

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Employee Signature: _____

Date: _____

Employee Printed Name: _____

Texas Woman’s University strives to provide an educational environment that affirms the rights and dignity of each individual, fosters diversity, and encourages a respect for the differences among persons. Discrimination or harassment of any kind is considered inappropriate.

Texas Woman’s University is committed to equal opportunity in employment and education and does not discriminate on the basis of race, color, religion, gender, sex, sexual orientation, ethnic origin, age, veteran’s status, or against qualified disabled persons.

All positions at Texas Woman’s University are deemed security sensitive requiring background checks.