



DATE ISSUED: 01/19

FLSA: Exempt

PTO: VCS

JOB DESCRIPTION

TITLE

Director, Admissions

JOB SUMMARY

The Director of Admissions is responsible for development and implementation of all activities related to day-to-day supervision of the Admissions office which includes: recruitment, admission, policy development, and meeting enrollment goals for matriculation of first-year, transfer, and graduate students. The Director of Admissions is a leader and a compelling voice for access to a public university and the value of an education at Texas Woman's University. The Director of Admissions performs and is assessed based upon the effective operation of the admissions office. The individual in this position: coordinates recruitment and admission for new students using established criteria and performs independent, responsible, and at times, highly confidential work. Work is performed under minimal supervision and performance evaluation is conducted through the TWU performance evaluation system and in accordance with the University Policies & Procedures.

ORGANIZATIONAL RELATIONSHIPS

Reports to: Vice President for Enrollment Management

Supervises: Coordinators, Admissions Counselors and support staff Associate and Assistant Directors, Admissions Counselors and support staff

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

- Provides exemplary leadership of admissions office professional and support staff.
- Assists the Vice President for Enrollment Management in establishing and forecasting first-year, transfer, and graduate enrollment projections.
- Responsible for achieving enrollment goals and training staff to meet all goals established for the office.
- Responsible for providing direction and leadership to admissions professional staff in conceptualization and implementation tactics related to the admissions funnel including conversion and yield strategies.

- Trains, supervises, motivates, and evaluates staff.
- Recommends appointment of personnel for staffing.
- Provides a leading voice to the role of efficient fiscal use of limited campus-based funding.
- Promotes and builds warm professional working relationships across campus with senior administration, student life staff, deans, associate deans, faculty, staff and students.
- Participates on university-wide committees lending a clear and articulate voice for the role of admissions and recruitment on a college campus.
- Monitors and evaluates the effectiveness of admissions policies and procedures which are aligned with the Statement of Principles of Good Practice created by NACAC.
- Assists in design and preparation of targeted recruitment materials.
- Coordinates the communication process to prospective students.
- Coordinates admissions information in publications, website, and academic departments
- Resolves difficult or unusual admissions problems.
- Helps coordinate articulation agreements between TWU and other colleges and universities.
- Oversees, reviews, and updates of transfer course equivalency guides or supervises staff who engage in this process.
- Maintains effective working relationships on issues pertaining to Admissions with offices and personnel including, but not limited to: Financial Aid, Student Records Processing, Registrar, Student Life, and the Graduate School.
- Oversees Admissions Office budget.
- Analyzes and utilizes student information in a data-driven enrollment planning process.
- Produces necessary reports related to recruitment and admissions.
- Oversees daily Admissions Office operation, including campus visits, campus tours, Open Houses and other related events.
- Determines recruitment strategies and schedules for freshman, transfer and graduate market segments.
- Responsible for establishing job standards for subordinate staff and effectively evaluating staff under charge. The performance evaluation is conducted through the performance evaluation system and in accordance with the University Policies & Procedures.

ADDITIONAL DUTIES

Performs other duties as requested.

EDUCATION

Bachelor's degree required, Master's degree from a regionally accredited institution of higher education highly preferred.

EXPERIENCE

Five years of progressively responsible leadership experience in undergraduate admissions with a proven track record of success in meeting and exceeding enrollment goals.

REQUIREMENT

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:

- Proven ability to lead, develop, motivate, and supervise staff in an environment of rapid change in both higher education and enrollment management/admissions.
- Ability to oversee all departmental operations at a college or university.
- Significant and proven experience in the development of comprehensive recruitment and enrollment plans directed toward attracting a diverse and high academic achieving student body.
- Proven track record in student conversion from prospect to matriculation through the use of innovative and strategic approaches towards recruitment.
- Savvy and especially adept with technology with significant experience integrating this into admissions strategic planning.
- Solid experience and comprehensive knowledge related to the role of marketing (i.e. social media, view books, search pieces) and a strong background working with a publications office at a college or university.
- Excellent communication skills and ability to work collaboratively with internal and external constituents.
- Ability, adaptability, and willingness to work flexible hours and extended days within a very fluid ever changing environment.
- Must have a level of comfort, experience, and competence with managing large complex budgets of \$1/2 million.
- Expert knowledge and competency in utilizing student information systems (SIS's) as well as ERPs.
- Expert knowledge of industry wide best practices as well as University policies concerning admission.
- Competency utilizing technology and various computer systems for statistical analysis and other computer technology applicable to functions of position.
- Ability to plan, organize, and administer staff to assure maximum efficiency in the recruitment effort.
- General knowledge of TWU academic programs requirements.
- 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.
- Knowledge of management methods and ability to provide administrative guidance and provide direct training and supervision as needed.
- Ability to apply budgeting and fiscal planning techniques within financial constraints.
- Ability to communicate effectively orally, by phone, in person, and in writing.
- 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 may be required to travel. Ability, adaptability, and willingness to work flexible hours and extended days within a very fluid ever changing environment.

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.

Director, Admissions
Date Issued: 01/19
FLSA: Exempt
PTO: VCS

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.