



Regionally Based Admission Representative Position Description

Position Title: Director of *Assigned Territory* Recruitment
Supervisor: Dean of Admissions
Classification: Administrative (exempt)

The Director of *Assigned Territory* Recruitment will be primarily responsible for undergraduate student recruitment. The Regional Director will focus on travel to the *Assigned Territory* and will possibly read for other regions to include some high schools in the college's primary market.

This professional will be responsible for the recruitment and enrollment of students from researched markets in the *Assigned Territory*. Responsibilities will include but not be limited to attending college fairs, high school visits, CBO and IEC presentations, spring college nights, college summer camps and evaluating all applications from the *Assigned Territory*, and aid in the yield of admitted students. This person will need to work well independently, have outstanding territory and management skills. The candidate must be a strong relationship builder. Engagement in the territories Regional Group (2) will be expected.

The Director will maintain extensive personal contact with prospects, parents, counselors, and other educational professionals, in person, by phone, and via e-mail and social media. He or she will arrange off-campus recruitment and yield programs as well as interview and reception sites.

The Director will also manage or co-manage other programs that contribute to the overall success of our Schools recruitment efforts. Some examples of this include: Alumni and Parent Admissions, Campus Visits, CBO Outreach, Fly-In Programs, Counselor Tours, Social Media, etc. These duties will be assigned based on interest and experience of the chosen candidate.

A good deal of evening and weekend work will be required, as will extensive travel. The Director will be expected to attend recruitment programs throughout the *Assigned Territory*. It is anticipated that the position will require 2-6 trips back to campus for training, updates and assisting with on-campus programs.

It is preferred that the candidate live in the most populated area, or central area of the *Assigned Region*.

DUTIES/RESPONSIBILITIES:

1. Leadership and management
 - a. Provide leadership, direction, advocacy, communication, and coordination for prospective *Assigned Territory* students with the Supervisor and others in senior management.
 - b. Develop and manage appropriate budget items.
 - c. Be present for on-campus and off-campus meetings and functions as determined by the Supervisor.
2. Planning, coordination, and assessment

- a. Establish clear regional recruitment and yield strategies and goals.
 - b. Participate in the application review process for first-year and transfer applicants.
 - c. Coordinate relationships with colleagues who serve students in college access.
 - d. Develop data-driven strategies for recruitment in *Assigned Territory*.
 - e. Determine effectiveness of programming and efforts in *Assigned Territory*.
3. Communication, recruitment and yield
 - a. Travel extensively in the *Assigned Territory*.
 - b. Implement communication strategies with students, parents and counselors.
 - c. Respond to inquiries from prospects, inquiries and applicants and
 - d. Counsel prospective students and parents on academic programs, academic scholarships, housing options, student life and student services.
 - e. Plan accepted student yield events in *Assigned Territory*.
 - f. Participate in regular professional development and networking opportunities: Regional ACAC affiliate(s), NACAC and the Regional Groups of NARAC.
 4. Other duties
 - a. Perform other related duties as required or assigned.

REQUIRED QUALIFICATIONS:

1. Bachelor's Degree
2. Minimum of three to five years of experience in an undergraduate admission office.
3. Effective time management skills and organizational skills as well as strong analytical skills to monitor development of territory.
4. Excellent written and oral communication skills and interpersonal and public speaking experience
5. Experience with Microsoft Office suite, including Word and Excel
6. Be able and willing to travel extensively to cover *Assigned Territory* and to visit campus.
7. Must have valid driver's license with acceptable driving record.
8. Strong experience with event planning and service to students/parents
9. Demonstrated ability to work both independently and as part of a team.
10. Willing and able to work irregular hours, including evenings and weekends. Stand and walk for extended periods of time as well as lift and transport forty (40) pounds.

PREFERRED QUALIFICATIONS:

1. Master's degree
2. Experience with high schools, community colleges, independent counselor groups and community-based organizations in the *Assigned Territory*.
3. Experienced regional counselor.
4. Experience with CRM, Microsoft Tools and Google Apps suite.
5. Knowledge of current recruiting trends and other pertinent issues related to appropriate professional standards and codes of ethics (such as NACAC's Statement of Principles of Good Practices).
6. Proficiency in written and spoken foreign language.

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