



JOB TITLE: Director of Admissions
DEPARTMENT: Traditional Undergraduate Admissions
SUPERVISOR: Associate VP of Enrollment Management
FLSA STATUS: Exempt

MAJOR PURPOSE:

The Director of Admissions for the Traditional Undergraduate Admissions (TRAD) provides emotionally smart, innovative and strategic leadership for the TRAD Admissions team. The Director's primary objective is to drive enrollment growth through the development of trust, buy-in and accountability in the TRAD admissions team. The Director will develop leaders who augment a consultative sales performance culture and advance strategic enrollment initiatives that contribute to Jessup's organizational health. Provides both strategic and day-to-day operational direction of the support staff in the areas of marketing, event management, visit coordination, data management and student worker supervision.

ESSENTIAL FUNCTIONS:

- In collaboration with the AVP of Enrollment Management, lead and inspire the TRAD Admissions towards enrollment goals by establishing a team culture of trust, buy-in, accountability and results.
- Implement a strategic and tactical recruitment plan to ensure the University's enrollment goals and operational budget are met.
- Lead and develop admissions practices and standards that contribute to Jessup's mission in recruiting, retaining and graduating transformational leaders.
- Analyze and interpret historical and current data of high school and transfer students, seeking trends and identifying areas for growth in new student enrollment.
- Advise AVP of Enrollment Management regarding key indicators that will inform strategy related to short and long-term institutional enrollment goals.
- Work collaboratively with programs across the University to develop and execute central recruitment, admissions and enrollment strategies for on-campus programs, as well as increase enrollment of students through partnerships and agreements with community/corporate/para-church/church partners.
- Develop and manage the annual budgets for the Traditional Undergraduate Admissions department.
- Provide leadership for Admissions events with a focus on increasing quality visit experience for prospective students, parents and stakeholders.
- Advise students of admission requirements, transfer guidelines, financial aid and scholarship information, student standards, etc. as needed.
- Demonstrate empathetic leadership with other administrative departments and academic divisions that contribute towards building a collaborative culture of problem solving and furthering the mission of Jessup University.
- Submit and maintain weekly, monthly and yearly reports keeping in mind historical trends, current marketplace conditions and forecasting future enrollment through the successful management of data.
- Perform other duties as assigned.

PROFESSIONAL RESPONSIBILITIES:

- Remain professionally relevant and up-to-date on best practices in leadership, traditional undergraduate enrollment management, admissions, and marketing.
- Participate in staff development, training events, and outside meetings as required and approved.

QUALIFICATIONS:

- Bachelor's degree required. Master's degree in related field preferred.

PRIOR KNOWLEDGE/EXPERIENCE:

- Experience as an inspirational team leader with a deep appreciation, knowledge and practice of emotional intelligence, authenticity and empathy.
- Superior interpersonal communication skills and presentation skills
- Higher Education Enrollment Management with demonstrated success in developing and implementing an innovative recruitment strategies and/or a leadership position in a similar field
- Astute observer of market trends in higher education especially in first time freshmen, transfer students and partnerships
- Ability to interact with diverse constituencies.
- Strong knowledge and demonstrated success as a manager and leader, to include team development, budgeting, reporting, forecasting, and planning. Additionally, must be competent in the use of CRM systems, Microsoft Excel, Word, and PowerPoint.
- 5+ years organizational leadership experience.

SKILLS/ABILITIES:

- Commitment to work in a Christian liberal arts institution
- Ability to prepare and manage department budgets
- Ability to communicate effectively with students, staff, faculty, and administration
- Demonstrated analytical, problem solving and detail skills
- Excellent oral, written and interpersonal skills
- Technology literacy, e.g. on-line and hybrid courses

WORKING ENVIRONMENT:

The employee agrees to promote the values and mission of WJU as a private Christ-centered University and live a life consistent with biblical principles. The employee shall conduct himself/herself in a manner consistent with the Community Covenant and Statement of Faith. Additionally, the employee may play a formative role in the spiritual lives of students in a manner consistent with the Community Covenant and Statement of Faith. This may include leading devotions and/or spiritual formation groups and seeking other opportunities consistent with a biblical spiritual formation role.

WORKING CONDITIONS

The employee is regularly in a typical office environment with adequate light and moderate noise levels. No hazardous or significantly unpleasant conditions. Air-conditioned buildings; tile, concrete and carpeted floors; adjustable workstation with ergonomic keyboard is provided.

PHYSICAL ACTIVITIES AND REQUIREMENTS OF THIS POSITION:

While performing the duties of this job, the employee is regularly required to talk or hear and frequently required to stand, walk, sit, and use hands to handle files, computers, and phones; reach with hands and arms; stoop, and kneel. Frequent and regular repetitive movements required using the wrists, hands, and/or fingers. The employee will occasionally lift and/or move up to 40 pounds. Specific vision abilities include close vision, distance vision, color vision, peripheral vision, depth perception, and the ability to adjust focus.

The above statements and job description is intended to describe the nature and level of work being performed within this job. They are not intended to be an exhaustive list of all responsibilities, duties and tasks. Other similar or additional duties are to be performed or assigned. Job descriptions are not intended as and do not create employment contracts. William Jessup University maintains its status as an at-will employer. Employees may be terminated for any reason not prohibited by law.

I acknowledge I have reviewed the content of this job description and understand that if I have any physical limitations or require any reasonable accommodations in order to perform my job, I must immediately inform administration.

Employee Signature

Date