



DESCRIPTION, DUTIES, & EXPECTATIONS OF POSITION

POSITION TITLE:	DIRECTOR OF ADMISSION
PERSONNEL CLASSIFICATION:	ADMINISTRATIVE STAFF, FULL-TIME
DEPARTMENT:	ADMISSION
POSITION SUPERVISOR:	VICE PRESIDENT FOR ENROLLMENT MANAGEMENT
DEPARTMENT HEAD:	VICE PRESIDENT FOR ENROLLMENT MANAGEMENT

PRIMARY DUTIES/RESPONSIBILITIES: In this assignment, duties and responsibilities may include, but are not necessarily limited to the following:

- 1.) Oversee the day to day operation of the Office of Admission to ensure the new student enrollment goals of Monmouth College are met. This oversight includes the following functional areas:
 - a. Counseling staff, including freshman, transfer and international.
 - b. Operations staff, including data processing staff, front desk/visit staff, and CRM manager.

The Director of Admission must seek to bring students to Monmouth College in a relationship that is beneficial to both the student and the College.

- 2.) Serve as a resource to the Vice President for Enrollment Management in all aspects of the recruitment and admission operation of the College.
- 3.) Direct the admission committee application review process, in conjunction with the counseling staff and Vice President for Enrollment Management.
- 4.) Provide leadership to the continued evolution of the TargetX CRM.
- 5.) Assist with the College's search efforts to grow inquiry volume strategically and intentionally in order to serve the long-term strategic enrollment goals of the College.
- 6.) Manage and provide leadership to the staff including by not limited to:
 - a. Regularly monitor, track and analyze the inquiry, application and deposit numbers of each territory manager.
 - b. Research, develop and implement appropriate high school visits, college fairs, reception programs and off campus activities deemed necessary to reach prospective students. This position requires occasional travel plus frequent evening and weekend responsibilities.

- c. Assure that territory managers and engaging in the necessary number of personal student contacts via phone, text, and email.
- d. Manage the campus visit program and staff members assigned to the function including meeting, interviewing and occasionally touring prospective students and families during campus visits.
- e. Determine the frequency, content, and manage the deployment of Open Houses, Scholarship Days, Registration Programs, and other recruiting events.
- f. Supervise the work of student assistants or assign and monitor that work to other reports of the Director.
- g. Cultivate alumni, guidance counselors and other constituencies in the territory to assist with the recruitment process. Serve as the enrollment division liaison to the Monmouth College Alumni Board.

In general, the Director of Admission is an ambassador for the College and works to increase the public's recognition of Monmouth College. All duties are to be performed in a manner supportive of the mission and values of Monmouth College.

In addition to the primary responsibilities of student recruitment, the Director of Admission shall:

- Be responsible for guiding admission counselors in program planning and implementation. Conduct performance evaluations.
- Take an active role in the professional development of staff members.
- Use data and information technology for prospect management and reporting.
- Manage Scholarship Competition
- Be responsible for helping the Vice-President plan recruitment strategies.
- Be involved and present at all Enrollment Management meetings.
- Represent the office of admission at meetings as requested by the VP.
- Have working knowledge of VP's admission related daily tasks to cover in his/her absence.

WORK RELATIONSHIPS: Reports to the Vice President for Enrollment Management. Works directly with other members of the Admission Office Staff. Daily contact with prospective students and their parents, current students, staff, faculty, alumni, and persons outside the campus community.

EDUCATION, EXPERIENCE, AND CERTIFICATION: Bachelor degree required, Master's degree is a plus.

SKILLS, KNOWLEDGE, AND ABILITIES: Demonstrated ability to plan, implement and evaluate complex tasks and procedures. Excellent organization and supervision skills. Excellent communication skills. Willingness and ability to work effectively with all campus and associated constituencies. Willingness and ability to travel. Valid driver's license and satisfactory driving record. Ability to maintain confidentiality.

GENERAL EXPECTATIONS OF POSITION: Regular and predictable attendance on the job is an

essential function of the position. Maintain office hours as needed or assigned. Work weekends and evenings as necessary. Work additional hours as necessary to successfully carry out all position responsibilities and to achieve the position's goals and expectations. Conduct is expected to be professional and courteous. Maintain confidentiality. Duties and responsibilities are to be carried out in a manner that promotes and is consistent with the intrinsic goals of Monmouth College. All requirements are subject to change, with possible modifications made to reasonably accommodate individuals with disabilities.

ADDITIONS, AMENDMENTS, AND DELETIONS: The whole or any portion of this description may be added to, amended, or deleted at any time by the position supervisor or the President.