

Director of Admissions

TITLE: Director of Admissions

SUPERVISOR: Vice Chancellor for Marketing

CLASSIFICATION: Full time Administrative, Salary-Exempt

POSITION SUMMARY:

The Director of Admissions is responsible for the development, implementation and evaluation of the Antioch University Midwest (AUM) strategic enrollment plan (from student interest to graduation). The Director provides leadership for the development and coordination of enrollment services, including admissions and retention. The Director will work closely with the local Marketing Manager to align the enrollment goals with the marketing strategy. In addition, the Director works with Antioch University's Antioch University Connected (AUC) to coordinate and supervise the admission of students to AUC's online programs.

The Director manages, supervises, and evaluates performance of the admissions team to achieve the enrollment goals established annually. This position is a member of the shared student service team working with a wide variety of stakeholders including Marketing, the Registrar's Office, Financial Aid, and Faculty. This role collaborates with the campus Provost and the university Vice Chancellor of Marketing and Communication and the Vice Chancellor for Academic Affairs to ensure and optimize the University's shared enrollment services goals. Moreover, the Director of Admissions represents Antioch University Midwest at enrollment related conferences, panels and programs.

PRIMARY DUTIES AND RESPONSIBILITIES:

Provide Leadership

- Oversee and provide strategic guidance for the campus admissions team to achieve campus goals for the recruitment, enrollment, and retention of a diverse student body.
- Participate annually in the development of the enrollment goals for the Midwest campus.
- Operationalize the University shared enrollment services organization, including the admission of students to Antioch University Connected.
- Build new and integrate current enrollment practices, processes and technology systems that deliver consistent and efficient service levels across campuses.
- In collaboration with Academic Affairs and marketing, develop partnerships with external institutions and agencies that will enhance student pipelines and pathways.

Enhance Operational Excellence

- Implement best practice in online admissions, document management, student relationship management and application review processes.
- Be knowledgeable of trends influencing enrollment and proactively address opportunities.

- Develop training for staff on enrollment management processes, federal and state updates, and new technologies.
- Recommend appropriate technologies to support enrollment management functions.
- Provide continuous evaluation of processes and procedures with results being used to improve area operations, efficiency and service to both internal and external customers.

Manage and Make Data-based Recommendations that Increase Enrollment and Retention

- Analyze inquiry, applicant and enrolled student data for the development, implementation and evaluation of recruitment strategies
- Analyze enrollment budget and revenue data to determine operational improvements.
- Develop and maintain analytics to track effectiveness of campus and University initiatives.
- Convert data into reports and recommendations for action by University and campus leadership.
- Analyze productivity reports to assure accountability and achievement of university goals

Cultivate Customer Focus Culture

- Sets customer satisfaction levels in the design of recruiting and admissions processes.
- Set high customer delivery standards for the AUM Admissions staff.
- Build customer confidence in systems and processes through open communication, continuous education and feedback.
- Set service KPIs and report service satisfaction to all customers.
- Establish customer service metrics and feedback mechanism that capitalizes on University-wide tools and practices.

Align Admissions Resources to Execute Strategy

- Align campus admissions roles, responsibilities and reporting relationships.
- Match campus talent to emerging recruiting and admissions requirements.
- Build cohesive internal-campus work groups by clarifying accountabilities, involving groups in decisions and providing appropriate resources.
- Work collaboratively with campus partners to align recruiting and admissions decision-making authority and tasks between campus functions (Enrollment, Marketing, FA, Registrar and Faculty).
- Establish admissions performance objectives, track performance, and evaluate progress toward campus and University goals.
- Measure, monitor and report on alignment and accountability for all campus programs

Build Strong Internal and External Strategic Relationships

- Articulate admissions policies and provide information to both internal and external constituencies
- Gain agreement with President and other stakeholders on recruiting and admissions execution and expectations.

- Participate on university-wide committees as requested and engage others in enrollment initiatives.
- Create and nurture external community and professional relationships.
- Work in collaboration and cooperation with leadership and academic divisions on campus.
- Partner with Marketing to build targeted and effective enrollment campaigns.

Other duties as required

Education, Qualifications and Experience:

Bachelor's Degree in Education, Business Administration, Management, Master's Degree in Education, Business Administration, Management or equivalent degree preferred. Five (5) years of experience in higher education, including management.

Skills and Abilities:

- Ability to apply proper supervisor and management skills.
- Ability to interact with individuals at all levels throughout the campus.
- Proven skills with integrated recruiting management systems, strong interpersonal skills, and excellent communication skills coupled with knowledge of FERPA and proficiency in Excel and Word.
- Ability to prioritize and handle multiple projects while working in a fast paced environment
- Demonstrated proficiency in application of practices and processes for enrollment and retention policies and practices
- Knowledge in recruitment of active and veteran military
- Utilization of current and enrollment management recruitment reporting technologies including, ImageNow, Datatel Colleague, Hobsons ApplyYourself, Radius, and Hobsons Connect

Physical Requirements:

The physical demands described here are representative of those that must be met by the employee to successfully perform the essential functions of the job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

Hours of Employment:

This is a full-time position. A work schedule will be established in consultation with the supervisor, "odd-hours" may be required.

The above statements are intended to describe the general nature and level of work being performed by people assigned to this classification. They are not to be construed as an exhaustive list of all responsibilities, duties, and skills required of personnel so classified. All personnel may be required to perform duties outside of their normal responsibilities from time to time, as needed.

Antioch University reserves the right to change the duties of the job description at any time.

Antioch University provides equal opportunity for all qualified applicants and does not discriminate on the basis of race, color, national origin, religion, sex, sexual orientation, gender identify, age, disability, veteran status, or any other protected classification.

Qualified applicants should send a letter of interest, resume and the names and contact information of three references to:

Randy Davis

Human Resources

Email: hr.au@antioch.edu

(or)

Fax: 937-769-1377 (Fax)

(or)

By mail: Antioch University, Attn: HR, 900 Dayton St, Yellow Springs OH 45387