**Title:**  Associate Director of Admissions

**Date:** July 2023

**FLSA Status:** Exempt – Full time, 12-month position

**Reports to:** Vice President for Student Life and Enrollment

**Position Type:** On-site

**Job Summary:** Under the general direction of the vice president for student life and enrollment, the associate director of admissions is responsible for assisting with the management of the admissions process at the institution, which includes overseeing the recruitment and enrollment of new students, supervising the enrollment counselors, developing and implementing admissions policies and procedures, and helping to ensure that the institution meets its recruitment goals. In addition, the Associate Director will work in an assigned territory to perform a wide range of admission, outreach, and recruitment duties to articulate the vision and mission of Cottey College. At times, the position requires alternative work hours outside of a traditional 8 a.m. to 5 p.m. work week with some weekends as well as limited travel.

**Duties and Responsibilities:**

* Help to develop and implement a comprehensive admissions strategy that aligns with the institution's goals and objectives.
* Supervise the enrollment counselors and provide guidance, and direction of enrollment functions.
* Provide management and supervision of enrollment counselor usage of Cottey's customer relationship management software system.
* Manage all aspects of a domestic territory, including recruitment travel, application review and building and maintaining relationships with high school counselors, community-based organizations, alumnae, and P.E.O. members.
* Establish and maintain relationships with key stakeholders, including high school counselors, community colleges, and other organizations that serve as sources for prospective students.
* Monitor and analyze admissions data to identify trends and opportunities for improvement.
* Provide strategic support to improve retention and student success.
* Assist with the development, planning, and administration of new student events and orientation.
* Collaborate with other departments, such as financial aid, marketing, and residence life, to ensure a coordinated approach to the admissions process.
* Ensure that the admissions process is fair, transparent, and consistent with institutional policies and best practices.
* Develop and implement strategies to improve diversity, equity, and inclusion in the admissions process.
* Remain current on industry trends and best practices and incorporate these into the admissions process as appropriate.
* Attend college fairs, host student gatherings, meet with students and families individually or in small groups at high schools and community visits or on-campus.
* Other duties as assigned by the vice president for student life and enrollment.

**Knowledge, Skills, Abilities:**

* Proficiency in Microsoft Office suite of products, online applications, and social media tools.
* Ability to both be a team player and work collaboratively and be a leader and work independently; demonstrate self-direction and motivation; creatively solve problems; establish priorities and effectively manage time and budgets.
* Ability to work with people of all backgrounds and experiences; effectively communicate the College’s policy guidelines to a diverse group of constituents.

**Credentials and Experience:**

* Bachelor's degree required; Master's degree in a related field preferred
* Experience using Salesforce or a similar customer relationship management system is preferred
* At least 3-5 years of experience in admissions, enrollment management, or a related field

**Special Requirements:**

* Valid driver’s license required.