



Director of Admissions

Reporting to the Vice President and Dean of Admissions and Financial Aid, the Director of Admissions leads a team of driven and goal-oriented admissions counselors and operations staff in the implementation of the strategic enrollment plan. Responsible for undergraduate admissions, the Director creates and continually assesses the enrollment policies and procedures that recruit a talented and diverse incoming class, ensure excellent and consistently improving customer service and outreach, office efficiency and professional effectiveness as the College strives to meet ambitious goals.

The Director has full accountability for the effectiveness of the admission process-- building the pipeline; overseeing recruiting for both first time freshmen and transferring students; review, evaluation, and enrollment of approximately 350 undergraduates in over 50 academic programs and majors; analyzing data and effectiveness of the process; design and implementation of the campus visit program and recruitment events; and the continued implementation of TargetX CRM. The Director, in partnership with the Vice President and the Director of Marketing, creates the communication sequence and marketing materials used for recruitment aligned to the college branding initiative. The Director utilizes strategic planning, critical thinking, problem solving and negotiating skills to analyze trends in enrollment and marketing activities. The Director must adapt, improvise, design plans, and implement changes that move enrollment goals and activities forward.

The Director leads a sizable team and must be able to coach and train the staff to accomplish college enrollment goals. The staff includes the following:

- Associate Director of Admissions
- Assistant Director of Admissions
- Senior Counselor
- 6 Admissions Counselors
- 2 Operations Staff
- Coordinator for Campus Visits and Special Events
- Associate Director of Operations (CRM Manager)

The Director is a key campus leader, partner and liaison to other offices on campus. The Director is expected to be an active member of the campus community—attending meetings, serving on committees and supporting student activities and campus events.



Responsibilities of the Director include:

- Develop and implement successful admissions strategies to build a diverse and talented applicant pool and incoming class
- Create a goal-oriented and customer-service driven culture within the admissions department that promotes teamwork and focuses on hitting enrollment targets
- Continue the implementation of TargetX CRM, building reports to track historical trends and more efficiently recruit student
- Supervise and provide coaching, planning and support to admissions team
- Ensure the admissions team is following standard practices, policies and procedures
- Hire, develop and evaluate the performance effectiveness of the admissions team
- Update job knowledge by participating in educational opportunities; reading professional publications; maintaining personal networks; and participating in professional organizations
- Serve on appropriate committees and attend meetings across campus as needed
- Collect and analyze input from prospective students, their families and other constituents to improve processes and services
- Compile information and reports as needed
- Develop relationships with community leaders, educators, community organizations to expand and enhance awareness of Franklin College
- Ensure the coordination and planning of on & off campus recruiting events

Required Qualifications

- Minimum of a Bachelor degree in related field required—Master’s degree preferred
- Minimum of five (5) years successful recruitment and management experience required, experience in a small liberal arts college preferred
- Ability to develop and implement strategy, effectively plan, develop goals, meet deadlines and accomplish goals
- Effective public speaking, training and presentation skills
- Demonstrated positive organizational skills
- Ability to work accurately and effectively with technology systems
- Strong budget and fiscal management
- Ability to analyze and maintain data, and communicate to campus community effectively
- Demonstrated ability to work effectively with people of diverse backgrounds and promote a positive working environment, spirit of cooperation and positive reactions to change and conflict resolution



- Excellent interpersonal, communication and presentation skills, both written and oral that transcend diverse audiences
- Demonstrated ability to communicate effectively and relate well to students, parents, faculty, staff, and others while maintaining appropriate confidentiality
- Must be highly motivated and solution oriented with a high degree of integrity, ethics and dedication to the mission of the College
- Moderate travel, including overnight stays
- Ability and availability to work an irregular schedule, evenings or Saturday as needed, additional hours during peak times or as required

Application Process

Human Resources will accept applications on a rolling basis through June 1, 2020 or until the position is filled. It will begin to narrow the candidate pool immediately. The new director will be invited to begin immediately. Applications should be submitted (MS Word or Adobe PDF) **Click link to apply for position here – [Franklin College Staff Application](#)**

Contact Human Resources with additional questions.

Franklin College
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Franklin, IN 46131
humanresources@FranklinCollege.edu
www.FranklinCollege.edu

Materials should include a letter of candidacy that responds to the leadership section of this document, a resume, and the names and contact information (phone number and e-mail) for three references, none of whom will be contacted until a later stage of the search or without the formal permission of the candidate. All inquiries and applications will be received and evaluated in full confidence.

Franklin College is committed to providing an inclusive and welcoming environment and to ensuring that educational and employment decisions are based on individuals' abilities and qualifications. Consistent with these principles and applicable laws, it is therefore the college's policy not to discriminate on the basis of age, color, disability, gender, gender expression, gender identity, genetic information, national origin, marital status, race, religion, sex, sexual orientation or veteran status as consistent with the Policy on Prohibited Discrimination, Harassment and Related Misconduct. No person, on the basis of protected status, shall be excluded from participation in, be denied the benefits of, or be subjected to unlawful discrimination, harassment, or retaliation under any college program or activity, including with respect to employment terms and conditions. Such a policy ensures that only relevant factors are considered and that equitable and consistent standards of conduct and performance are applied.