

Vincennes University

Title: Director of Admissions

Department: Office of Admissions – Vincennes Campus

Job Summary:

The Director of Admissions leads the Office of Admissions in developing innovative and effective recruitment strategies, and working with both on and off campus constituencies to meet University enrollment goals. The Director of Admissions is responsible for implementing admissions policy, providing leadership and coordination for the University's recruitment, applicant processing, prospect communication, hiring, training and supervision of staff, and campus-wide admission reporting.

Organizational Relationships:

The Director of Admissions reports to the Senior Director of External Relations, who reports to the University President. This position can expect to interact significantly, have access to, and work with members of the senior leadership team to achieve University goals. The Director oversees a staff of approximately 15-20 employees/student workers.

Essential Duties, Tasks and Responsibilities:

- Facilitates the planning, management, staffing, and evaluation of recruitment activities for recruitment and application processing for the Office of Admissions. This includes a review of policies and procedures, strategic planning, and enrollment projections.
- Creates marketing and recruitment activities, utilizing alumni and other VU offices, prospective students and families, and high school counselors and community partners.
- Hires, trains, evaluates, and builds a team of full-time and part-time admissions employees. Evaluates personnel, programs, systems, marketing and public-cations, and all related activities.
- Manages unit budget.
- Ensures that the Office of Admissions follows current best practices and incorporates current though on improving recruitment processes.
- Participates in professional development activities as requested/needed.
- Represents VU on local, state, and national committees as directed.
- Performs other duties as assigned.

Knowledge, Skills and Abilities:

- Knowledge of current trends in student recruitment, financial aid, and scholarship leveraging.
- Excellent written and oral communication.
- Working knowledge of enrollment CRM's, student information systems, and other technology solutions in student marketing and recruitment.
- Excellent organizational and leadership skills.
- Ability to manage budgets.
- Ability to perform basic statistical analysis.
- Skills in program planning and assessment.

Minimum Qualifications:

- Bachelor's Degree, Master's preferred in higher education administration or related field.
- Five years of progressively responsible experience in a college or university Office of Admissions, including at least three years at the Associate Director level, which will include direct experience in hiring, training and evaluating staff.
- Demonstration of analytical nature and evidence of data-driven decision-making experience.
- Track record of working in a collegial and collaborative way with campus community.