

SPECIALIST, ADMISSIONS OFFICE

Position Description

The Admissions Specialist, under the supervision of the Director or Assistant Director of Admissions, will be responsible for providing leadership, planning, and coordination in the Office of Admissions. Specific responsibilities include the following duties related to the recruitment and enrollment process:

1. Develop and implement marketing and recruitment strategies to attract prospective students.
2. Initiate and coordinate recruitment activities at local high schools, college and community fairs, college nights, community agencies, and other venues as identified.
3. Coordinate on-campus recruitment activities.
4. Coordinate follow-up activities including telephone calls, specialized mailings, e-mail, and information appointments.
5. Coordinate admissions/recruitment activities with other campus offices (e.g. Financial Aid, Counseling, Testing, Faculty and Registrar) to ensure a consistent enrollment process.
6. Coordinate the follow up and tracking of students' progress throughout the admissions and enrollment process.
7. Develop and present cross-training workshops for college/campus groups.
8. Manage the collection and reporting of admissions and enrollment management data and provide analysis as required.
9. Participate in all functions and activities related to student recruitment and enrollment, such as dissemination of information, review of applications, recruitment visitations, and generally providing students with any required assistance throughout the enrollment process.
10. Perform other duties as assigned by the Director of Admissions or designated supervisor.

Minimum qualifications for this position include a master's degree in an appropriate discipline, such as College Student Personnel, Higher Education, Business, Psychology, Communications, etc.; significant experience in admissions and recruitment; effective verbal, written, and communication skills; and computer literacy.

August 28, 2003