GORDON COLLEGE  
Position Description  

Title: Assistant Director for Admissions  

Function: Under the broad supervision of the Director of Admissions, finds and develops prospective student applicants through programs of field recruiting and applicant counseling to assist in meeting the applicant generation, student quality and budget objectives of the College. Provides data and experiential-driven recommendations for recruitment strategies. Oversees experienced admission counselors.  

Description of Duties and Tasks:  

Essential Responsibilities:  

1. Exercises discretion and independent judgment in planning and implementing a strategy for territory management to meet assigned recruitment goals. Responsible for results.  

2. Prioritizes and participates in the follow-up of inquiries and applicants as appropriate, including phone calls, e-mails and personal visits. Coordinates strategic connections for applicants to other key faculty and staff.  

3. Counsels prospective students and parents regarding general college search process, all aspects of college life, likelihood of acceptance and academic success at Gordon.  

4. Visits, according to pre-established schedule, churches, high schools, two-year colleges, college fairs and similar sources to recruit student applicants.  

5. Contacts high schools to arrange visitation; confirms visits with guidance office; presents information about the College to interested students; places posters, pamphlets, catalogs and other materials in high visibility locations.  

6. Contacts inquiring students directly to arrange admissions interviews during visits to specific areas.  

7. Develops a highly flexible and persuasive presentation concerning the College and its programs, presents the program to individuals and groups in a manner designed to stimulate and motivate applicants.  

8. Interviews student applicants for admission; recommends admission decision. Recommends candidates for scholarship based on interviews.
9. Oversees seasoned recruiters to continue to provide accountability and guidance as they drive to territory goals.

Additional Responsibilities:

1. Reports to the Director of Admissions on activities and results achieved in each area visit.

2. Counsels with individual applicants concerning special admissions problems or considerations.

3. Participates in special events such as Gordon Experience Days, Gordon Honors and Leadership Day, Coast to Coast, Clarendon Scholars Day, Accepted Student Days and Presidential events.

4. Communicates with contact persons in churches or para-church organizations in advance of the visit to the area to coordinate for appropriate involvement in the youth program; identifies potential applicants through direct contact, through the program director, and other available sources.

5. Provides additional services in support of the recruitment program as may be requested.

Required Knowledge, Skills and Abilities
In order to fully perform the above functions, the incumbent must possess the following knowledge, skills and abilities, or demonstrate that the major responsibilities of the job can be accomplished, with or without reasonable accommodation, using some combination of skills and abilities:

1. Understanding of admissions requirements and procedures.

2. Broad knowledge of College programs, activities and opportunities.


4. Enthusiasm and persistence in the development of prospective applicants and applicant sources.

5. Appreciation of the overall philosophies and objectives of the College, with ability to present them effectively to prospective students.

6. Ability to travel away from home for extended periods of time.

7. Ability to have a flexible schedule to accommodate a flex schedule and occasional weekend commitments.
8. Ability to communicate effectively on the telephone, by email and in person to large and small groups.

9. Sufficient physical mobility to visit schools, churches and private homes.

10. Ability to use good judgment in the interview and assessment of prospective students.

11. BA/BS required.

12. Two years work experience in the areas of marking, sales, public relations, or related fields highly preferred.

13. Strong verbal and written communication skills along with the interpersonal skills to put visitors at ease in contact about the College.

14. A valid driver’s license, the ability to rent and drive a car, and to complete travel assignments independently by air or automobile.

Position Code: ADM-COU
Grade: 4
FLSA Status: Exempt