**GORDON COLLEGE**

*Position Description*

**Title:** Associate Director for Admissions

**Function:** Under the broad supervision of the Director of Admissions, manages experienced admissions counselors through hiring and training programs while finding and developing 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.

**Description of Duties and Tasks:**

**Essential Responsibilities:**

1. Oversees seasoned recruiters to continue to provide accountability and guidance as they drive to territory goals based on previous management experience

2. 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.

3. Works with senior recruitment team to assess and develop new and unique strategies throughout the year to assist in obtaining the objectives of the College.

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

5. 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.

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

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

8. 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.

9. Contacts inquiring students directly to arrange admissions interviews during visits to specific areas.
10. Interviews student applicants for admission; recommends admission decision. Recommends candidates for scholarship based on interviews.

Additional Responsibilities:

1. 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.

2. Serves as a member of the Admissions Committee to make decisions on applicants based on the College requirements.

3. Manages the recruitment travel budget.

4. 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. Must profess faith in Jesus Christ as Lord; must accept Gordon’s Statement of Faith; must practice Christian values in daily interactions with students, faculty, staff, and the public as outlined by Gordon’s Statement of Life and Conduct; and must work to advance Gordon’s mission through this position.

2. Understanding of admissions requirements and procedures.

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

4. Singular skill in persuasion and motivation.

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

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

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

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

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

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

12. Master’s degree or three to five years work experience in the areas of marking, sales, public relations, admissions 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