GORDON COLLEGE

Position Description

Title: Director of Admissions

Function: Under the supervision of the Vice President for Enrollment, the Director of Admissions will work closely with the admissions leadership team to implement an admissions strategy to grow undergraduate student enrollment and to promote the college nationally and internationally; the director will be responsible for all aspects of recruitment, evaluation, selection and yield of academically qualified, mission-aligned students.

Providing direct oversight to the recruitment team, the Director of Admissions will ensure the recruitment team is well equipped to meet campus enrollment goals and will provide regular training, coaching, goal-setting, and accountability.

Description of Duties and Tasks:

Attracts students to the college by directing admissions strategies, promoting the college nationally, and directing staff. Specific responsibilities include the following:

- Accomplishes admissions staffing strategies by determining accountabilities; communicating and enforcing values, policies, and procedures; implementing recruitment, selection, orientation, training, coaching, counseling, and communication programs; planning, monitoring, appraising, and reviewing job contributions; planning and reviewing compensation strategies.
- Develops admissions organizational strategies by contributing information, analysis, and recommendations to strategic thinking and direction; establishing functional objectives in line with organizational objectives.
- Establishes admissions operational strategies by evaluating trends; establishing critical measurements; determining production, productivity, quality, and customer-service strategies; designing systems (non-IT); accumulating resources; resolving problems; implementing change.
- Co-develops with the leadership team and recruitment consultants a yearly financial aid strategy consisting of academic and need based aid.
- Promotes the College and attracts new students by maintaining working relationships with other college departments; working closely with the alumni office and the student financial services department.
- Maintaining continuing flow of quality applicants and transfers to the college by analyzing trends in enrollment and marketing activities, leading activities to continue programs that are effective; modifying programs; presenting new sales strategies for the college’s recruitment and admission activities.
- Promotes the college nationwide by making periodic off-site presentations and speeches at alumni meetings, high school conferences, and homeschool venues throughout the United States.
Manages the file reading/acceptance process ensuring that all files are properly evaluated for admissions and students receive accurate merit awards.

Maximizes recruiting and admissions processing by using state-of-the-art recruiting and admissions computer technology.

Welcomes prospective student to the campus by staging open houses.

Determines application decisions for applicants that marginally meet admission criteria by serving on the college’s admissions committee.

Updates job knowledge by participating in educational opportunities; reading professional publications; maintaining personal networks; participating in professional organizations and conferences

Enhances admissions department and college reputation by accepting ownership for accomplishing new and different requests; exploring opportunities to add value to job accomplishments.

Managing the admissions call center.

Will include other functional areas over time such as event management (online and on-campus), depending on the candidate’s qualifications.

Other duties as assigned.

**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. Foster community by showing the love of Christ to others, lead by example, connect with employees outside of the department, participate in college wide events, respond quickly to colleagues and be open to collaborating with other departments to advance Gordon’s mission.

3. Gains the respect of diverse individual groups by demonstrating how the College loves thy neighbor as thyself. Commits to a right ordering of relationships and actions affirming human dignity and the flourishing of teammates and guests

4. Bachelor’s degree or equivalent experience is desired.

5. A minimum of 5-7 years of progressively responsible experience in the areas of admissions management complemented with marketing, sales, public relations, or related fields highly preferred.

6. Prefer a demonstrated leadership path to at least associate director of admissions for at least 5 years at a 4-year non-profit bachelor’s degree granting institution.

7. Experience using data to measure and evaluate progress toward goals and revise processes as needed.

8. Strong organizational and project management skills and the ability to thrive in a fast-paced goal-oriented environment.
9. Ability to communicate clearly, persuasively and effectively with the public in writing and oral communication.
10. Well-developed administrative and managerial capabilities.
11. Possess sound and fair judgment in interpreting admissions policies in the evaluation of student applications and the ability to function in a collegial environment.
12. Team building, leadership, hiring and supervising skills.
14. Broad knowledge of College programs, activities and opportunities.
15. Appreciation of the overall philosophies and objectives of the College, with ability to present them effectively to prospective students, families, schools, churches and other audiences.
16. Ability to have a flexible schedule to accommodate evening and periodic weekend commitments.
17. Ability to travel away from home intermittently for small trips.
18. Sufficient physical mobility to visit schools, churches, and transport admissions materials.
19. A valid driver’s license with at least two years of licensed driving experience, the ability to rent and drive a car, and to complete travel assignments independently by air or automobile.
21. Request a minimum 3-year commitment.

Skills/Qualifications: Informing Others, Listening, Verbal Communication, Written Communication, Motivating Others, Foster Teamwork, Self-Motivated, Organizational Astuteness, Coordination, Tracking Budget Expenses, Administrative Writing Skills

Position Code: ADM-DR-1
Grade: 7
FLSA Status: Exempt