UNIVERSITY OF WISCONSIN-SUPERIOR
Position Description
Assistant Director of Admissions

Working Title: Assistant Director of Admissions
Title/Classification/FTE: Assistant Director of Admissions, 12-month renewable, Academic Staff, 100%
Position Reports To: Executive Director of Admissions

Position Summary:
The Assistant Director of Admissions acts under the supervision of the Executive Director of Admissions to oversee undergraduate recruitment initiatives and daily operations. The Assistant Director of Admissions will jointly supervise recruitment travel and application review of six professional staff members as well as serving as the primary liaison for the admissions CRM, with the assistance of the Executive Director of Admissions. This position will also be responsible for its own recruitment territory of online students. Recruitment travel will be minimal. The primary responsibilities of this position will be to manage daily recruitment operations related to application review, recruitment and outreach, and CRM support as well as serve as a back-up for campus visit and event management.

Duties and Responsibilities:

1. Serve as the primary liaison for the admissions CRM including managing ticketing system, system updates, project management, on-going training, assignment delegation, managing the SIS integration, along with other duties as CRM Administrator.
2. Oversee department travel including approval of recruitment events and management of large-scale recruitment initiatives including National College Fair.
3. Serve as the secondary reviewer for all application files including denials and bridge admits; host phone or in-person interviews with potential admissions candidates alongside the primary counselor.
4. Serve as the residency coordinator for UW-Superior.
5. Oversee scholarship review process in conjunction with the Executive Director of Admissions.
6. Assist in the development of a recruitment plan and goals for online and transfer students that integrate with the overall Enrollment Management Plan of the university.
7. Contributes to the achievement of university enrollment and recruitment goals and objectives by representing the University of Wisconsin-Superior at college fairs, community colleges, and other applicable events.
8. Advise prospective online freshmen and transfer students of admission requirements, academic programs, financial aid and scholarships, and information pertaining to academic advising.
9. Respond to and initiate contact with prospective students both in-person and through various outreach methods including phone, text, email, and virtual avenues.
10. Work closely with the Registrar’s Office, Office of Academic Advising, and Office of Financial Aid through various efforts related to recruitment and retention.
11. Complete mandatory training and professional development as needed.
12. Other duties as assigned.

Knowledge, Skills, and Abilities:
- Knowledge of recruitment and admissions practices
- Knowledge and understanding of higher education and the value of a public liberal arts education
- Skills in strong cross-cultural interpersonal and writing skills, including public speaking skills and the ability to represent the University of Wisconsin-Superior in a positive way to diverse populations
- Ability to work effectively with community college partners and prospective students
- Ability to manage a variety of tasks and organize a variety of on and off-campus events
- Strong organizational, project management, analytical and critical thinking skills
- Ability to exhibit a high level of initiative and motivation

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• Ability to travel, load and transport admission materials, displays and other equipment
• Ability to work and be productive in a team environment
• Ability to work evening and weekend hours
• Ability to represent the admissions office positively through a strong, student-centered ethic
• Ability to lead and manage a team of admissions counselors

Required Qualifications:
• Bachelor’s degree from an accredited institution
• Three years of experience working in college admissions
• Experience with Student Information Systems (SIS) and Customer Relations Management (CRM) System
• Valid driver’s license

Desirable Qualifications:
• Master’s degree from an accredited institution
• Familiarity with University of Wisconsin-System
• Previous management experience