Director of Admissions
Position Description

Working Title: Director of Admissions
Hayes Hill Title/Level: Director, Admissions (S)
Type of Appointment: Limited appointment
Position Reports to: Vice Chancellor for Enrollment Management

Position Summary:
The Director of Admissions is responsible for the directing, coordinating, planning, implementation, operations and assessment of the Office of Admissions at the University of Wisconsin-Superior. The position provides leadership in the development and implementation of recruitment strategies for student admissions and enrollment. The primary objective of the Office of Admissions is to manage and meet enrollment targets through the recruitment of all student populations including undergraduate online and on-campus students. Reporting to the Vice Chancellor for Enrollment Management, this important campus leadership position includes budgetary and personnel management.

Duties and Responsibilities:
1. Develop and implement an annual recruitment plan using predictive modeling techniques and data-driven decisions to achieve enrollment goals.
2. Manage admissions processes to meet enrollment targets. Compile and analyze current and historical statistical data for specific student cohorts.
3. Build relationships, positively represent UW-Superior and manage recruitment efforts to an assigned local territory with responsibility for high school visits and communication with prospective students, parents and influencers in the assigned territory.
4. Supervise admissions professionals including student staff with a strong emphasis on customer service. Determine staffing needs and make staffing recommendations. Hire, train, motivate, evaluate and assign work responsibilities.
5. Collaborate and work closely with multiple departments/offices throughout campus, including but not limited to Academic Affairs, Advising and Career Services, Athletics, Financial Aid, First Year Experience, Registrar, Residence Life, University Marketing and Communications, University Advancement, and Campus Life to maximize collaboration and ensure student success.
6. Plan, coordinate, and contribute to recruitment efforts and outreach through oversight of high school relations, and leverage using financial assistance strategies as a recruitment tool (scholarships, grants and financial waivers).
7. Work with Institutional Effectiveness to conduct systematic research and assessment of recruitment efforts throughout campus and produce appropriate reports of such efforts.
8. Work closely with University Marketing and Communications on recruitment publications, advertising, marketing and online presence to optimize audience awareness and engagement.
9. Execute functional management of the technology-based recruiting and admissions information system (PeopleSoft) and CRM database (Hobsons), including staff training in systems’ use and data integrity.
10. Oversee and manage general admissions and recruitment budgets to ensure optimal return on
investment and efficient use of resources.

11. Participate as a member of the Enrollment Management team and in campus, UW System and community committees and events.

12. Oversee the development, implementation and adherence of admission policies and procedures.

13. Study, research, and implement best practices regarding admissions, enrollment and recruitment.

14. Perform other duties as assigned.

Knowledge, Skills and Abilities:

- Experience and proven success in strategic enrollment management practices focused in areas of recruitment and admissions
- Knowledge of current trends in student recruitment and enrollment
- Knowledge and possession of high professional standards and a personal code of ethics characterized by honesty, integrity, openness, and fairness
- Strong leadership skills with proven success in hiring, training, leading, motivating, assessing and supervising professionals within a team environment
- Strong leadership and administrative skills including planning, budgeting, managing resources, and presenting
- Strong analytical and critical thinking, project management, problem recognition and resolution skills, including the ability to organize departmental data for effective planning
- Skills using computerized systems and programs and experience with student information systems and CRM databases
- Ability to identify opportunities and implement best practices for recruitment and enrollment
- Ability to collaborate, build relationships and work with diverse groups
- Ability to lead, develop, motivate and assess personnel through a collegial, collaborative and transparent leadership style
- Ability to think strategically while being a “hands-on” team leader and team player
- Ability to work on multiple projects simultaneously and work well under limited time constraints
- Ability to communicate effectively through verbal and written communication
- Ability to work well in a multi-ethnic and multi-cultural environment with students, faculty and staff
- Ability to work evenings and weekends as required

Required Qualifications:

- Bachelor’s degree from an accredited institution
- Minimum of three years of admissions experience with progressive growth of responsibilities
- Supervisory experience

Preferred Qualifications:

- Master’s degree from an accredited institution
- Experience in higher education
- Experience working with a CRM database and student information systems