

Job Title: Associate Director of Admissions and Marketing
Reports To: VP of Student Affairs and University Operations
Position Type: **Full-Time, 12-Month**
FLSA Status: **Exempt**
Remote Work: **Unavailable**

OVERVIEW: Under minimal supervision, the Director of Admissions and Marketing will lead and manage the Office of Admissions, including high school and community relations, undergraduate recruitment services, campus visits, and office operations. The Director will also develop, design, and implement strategic enrollment management and recruitment efforts to support the University's goals for new undergraduate students and the establishment of a diverse student body. This position reports to the VP of Student Affairs and University Operations.

ESSENTIAL DUTIES AND RESPONSIBILITIES:

- Ensures the efficient processing of admission applications by developing and administering policies, procedures, and systems that provide quality admission services for prospective students.
- Effectively administers the University's undergraduate admission transfer of academic credit policies.
- Develop and implement a comprehensive student recruitment plan for undergraduate students.
- Develop, implement, and manage data-driven recruitment strategies by effectively utilizing data from a variety of sources to evaluate student characteristics and trends to determine the competitiveness of the University.
- Develop and execute integrated marketing campaigns across the University's website, email, digital advertising, social media, and other emerging platforms to support student recruitment and enrollment objectives.
- Direct the planning, creation, and management of compelling digital assets—including short-form video, photography, graphics, and student-centered storytelling—while ensuring brand consistency, accessibility, and accuracy across all channels.
- Monitor and analyze marketing performance using platform analytics, campaign metrics, and conversion data; use findings to optimize content, advertising expenditures, audience targeting, and prospective-student engagement.
- Develop and manage an inquiry pool through the use of student outreach, publications, etc.
- Provide leadership, management, and support for the recruitment efforts of the Office of Admissions and Marketing.
- Chairs and participates in on-campus committees regarding undergraduate recruitment and coordinates effectively with academic and administrative units across the campus.
- Effectively administers the University's prospective and admitted student software systems and databases.
- Effectively utilize the University resources in accomplishing enrollment objectives by planning, developing, and controlling the departmental budget.
- Provide information about the University and its enrollment policies to prospective students, their parents, and other stakeholders.
- Create and implement recruitment and marketing strategies that align with the University's strategic plan.
- Research relevant and up-to-date and emerging trends in marketing and recruitment.
- Must be flexible with work schedule and available to work weekends and evenings when necessary.
- Must be able to travel occasionally.
- Other related duties as assigned.

COMPETENCIES:

- Excellent written and verbal communication skills.



- Ability to utilize good interpersonal communication techniques.
- Ability to resolve practical problems.
- Ability to pay attention to detail.
- Ability to remain professional at all times during stressful situations.
- Ability to work as part of a group or independently.
- Ability to multi-task, prioritize and organize work to meet deadlines.
- Ability to effectively present information and respond to questions.
- Ability to follow confidential procedures.

COMPUTER SKILLS:

- Proficient ability to use Microsoft Office software to include Excel, Access, Word, and Outlook.
- Proficient ability to use Admissions databases and software, including but not limited to Verity.
- Ability to use electronic mail software to include Microsoft Outlook.
- Ability to use multiple internet browsers.

PHYSICAL DEMANDS:

- The employee must be able to occasionally lift and/or move up to 20 pounds.
- While performing the duties of this job, the employee is regularly required to spend a considerable amount of time standing, sitting and/or walking.
- While performing the duties of this job, the employee is regularly required to spend a considerable amount of time using their hands to write, handle, control, or feel objects.

WORK ENVIRONMENT:

- This position works in a climate-controlled environment with a quiet to moderate noise level.

SUPERVISORY RESPONSIBILITIES:

- Train, manage, motivate, and directs assigned staff.

ADDITIONAL REQUIREMENTS:

- No recent driving violations.
- In possession of a current driver's license.

EDUCATION, EXPERIENCE, and TRAINING:

- Master's Degree in relative field.

Note: Nothing in this job specification restricts management's right to assign or reassign duties and responsibilities to this job at any time. Critical features of this job are described under various headings above. They may be subject to change at any time due to reasonable accommodation or other reasons, with or without notice. The above statements are strictly intended to describe the general nature and level of the work being performed. They are not intended to be construed as a complete list of all responsibilities, duties, and skills required of employees in this position.

I have read and understand the duties of my position, and have reviewed the above Job Description with my Manager:

Employee Name: _____ Date: _____



Employee Signature: _____

Manager Name: _____ Date: _____

Manager Signature: _____