

**PROFESSIONAL POSITION DESCRIPTION**

**Position Title:** Assistant Director of Admissions  
**Division:** Enrollment Management, Marketing & Student Retention  
**Department:** Office of Admissions  
**Location:** Office on Portland Campus with expectation of work/service in Portland, Gorham, and Lewiston Campus  
**Schedule:** Regular, full time, with nights and weekends as required. Monday – Friday, 8:00 am to 4:30pm. Six to ten weeks of travel required.  
**Reports to:** Senior Associate Director of Admissions

**STATEMENT OF THE JOB:**

The assistant director will educate prospective graduate, adults, first-year students, transfers, high school students, counselors, and parents/family members about the University of Southern Maine and the overall college selection, application, and admissions process. The primary focus will be working with graduate prospects and applicants through all aspects and phases of college admission including recruitment, counseling, advising, and evaluation of admission materials. This assistant director will oversee the communication process for deferred graduate students, and will focus on the recruitment and services to students, from the prospect to enrolled stages.

**ESSENTIAL FUNCTIONS:**

- Oversees the application review process for graduate students in assigned territories, and is responsible for travel, communication & the recruitment plan for these areas.
- Assist in the travel, planning and coordination of on and off campus recruitment events and special projects as designed.
- Develop and implement recruitment strategies to increase awareness and interest among traditional, adult, graduate, and transfer students at USM, including students from diverse and underrepresented populations. This includes participating in recruitment activities such as information sessions; streamlining processes for sharing prospect information and communicating with prospects; participating in campus activities in support of traditional and adult student recruitment strategies.
- Manage communication and outreach plan with graduate students deferring to future terms.
- Collaborate with all areas of USM to support a positive, engaged student experience. Develop and maintain familiarity with University policies, procedures and programs.
- Successfully manage assigned primary and secondary geographic territories by assisting with the planning and implementing of marketing and recruitment activities in each of these areas.
- Participate fully in Office of Admissions staff meetings and retreats, and all Enrollment Management, Marketing and Student Retention meetings as appropriate.

**SPECIAL ESSENTIAL FUNCTIONS/RESPONSIBILITIES\*:**

- Broad access, including but not limited to master key or swipe card access, to University facilities, residences, or apartments.
- Direct responsibility for safety and security of employees, students, minors, and/or visitors or property.
- Direct responsibility for care, safety, and security of minors (under 18), incapacitated persons, or persons with developmental disabilities who participate in University-sponsored programs.

- Control over, access to, or security of restricted levels of information technology systems that would allow the person to harm the IT systems or the information contained in them.
- Ability to drive a University vehicle and provide proof of a valid driver's license.
- Ability to drive colleagues, students or others and provide proof of a valid driver's license.
- Ability to provide own transportation (fully-insured vehicle), provide proof of a valid driver's license, and compliance with Maine law regarding vehicle insurance.

**SUPERVISORY RESPONSIBILITIES:** Student Employees

**BUDGET RESPONSIBILITIES:**

**INTERNAL AND EXTERNAL CONTACTS:**

**Internal:**

- Prospective Students and families
- Office of Admissions staff
- Department of Applications & Analysis/Institutional Research
- Departments related to Enrollment Management, Marketing & Student Retention, Advising, Academic Affairs, Development, Student Financial Services, Athletics, and others
- Coordinates with Shared Processing Center and University of Maine System Office.

**External:**

- High School Counselors
- Colleges and Community Colleges
- Cultural and civic organizations

**KNOWLEDGE, SKILLS, AND ABILITIES:**

Knowledge and experience in higher education administration and college and university admission. The position requires special sensitivity to the needs of all individuals regardless of race, color, ethnicity, sexual orientation, gender, religion, or country of origin. Excellent written and oral communication, presentation, and interpersonal and organizational skills. The individual must be effective at working independently and as a member of a team. The position requires extended hours including evenings and weekends, during various time periods. Ability to lift and transport moderately heavy loads. Possess an attitude that fosters a respectful, non-threatening workplace environment.

**QUALIFICATIONS:**

**Required:**

- Bachelor's degree from an accredited higher education institution.
- Minimum of 2 years college admissions or related higher education experience.
- Exemplary customer service.

License/Certifications:

- Must maintain a valid driver's license

**\*NOTE:** All individuals who are recommended to fill and subsequently offered a position with **special essential responsibilities** as listed above, or other licensure or certification, shall have the following additional applicable background screening completed (in addition to regular and standard background screening) based on the responsibilities of the position: Credit history screening, and/or Sex offender registry screening, and/or Federal criminal history screening and/or License/certification verification.

**For Human Resources Use**

**Date Approved: 12/2022**

**Date Revised:**

**Job Family:** 18

**Salary Band:** 03

**Unit:** UMPSA

**CUPA code:**

**Position #:** 00025446