

**PROFESSIONAL POSITION DESCRIPTION**

**Position Title: ASSISTANT DIRECTOR OF ADMISSIONS**

**Division: Enrollment Management & Marketing**

**Department: Office of Admissions**

**Location: Office on Gorham Campus with expectation of work/service in Portland, Gorham and LAC**

**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: Associate Director of Admissions for Online Students**

**STATEMENT OF THE JOB:**

To educate prospective first-year students, transfers, adults, graduate students, high school students, counselors and parents/family members about the University of Southern Maine and the overall college selection, application, and admissions process. Responsible for all aspects and phases of college admission including recruitment, counseling, advising, and evaluation of prospective students and applicants. This assistant director will focus on the recruitment and services to adult and online students.

**ESSENTIAL FUNCTIONS:**

* Recruit and manage territories of adult and online populations including undergraduate and graduate prospective students. Implement strategies to best serve our online programs.
* Responsible for building relationships with area businesses, organizations and communities pertaining to recruitment to the University.
* Provide adult and online student support throughout the inquiry and admission processes. The Assistant Director will provide comprehensive support to all prospects from point of inquiry through the completion of the admission process and registration. This includes communicating with prospective students and answering questions about: program content, online learning, transfer equivalency, unofficial transcript review, admission process, financial aid and prior learning assessment.
* Assist the Associate Director in initiatives to recruit adult and online students.
* Assist in the 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.
* 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.
* Conduct detailed evaluations of applicants seeking admission to the University that will ultimately determine the admission decision.
* Participate fully in Office of Admissions staff meetings and retreats and all Enrollment Management & Marketing meetings as invited.
* Run all admission data reports on a weekly basis and daily as needed.

**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:**

**PUBLIC AND PROFESSIONAL ACTIVITIES RELATED TO JOB PERFORMANCE:**

**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, Advising, Academic Affairs, Development, Student Financial Services, Online Program Design team, Athletics and others
* Coordinates with Shared Processing Center and University of Maine System Office.

**External:**

* High School Counselors
* Colleges and Community Colleges
* Adult Education Centers
* Employers
* Cultural and civic organizations

**KNOWLEDGE, SKILLS, AND ABILITIES:**

Knowledge and experience in higher education administration and college and university admission especially related to data and tools used to report and analysis admissions data; in depth understanding of the college admission process and the factors involved in making admission decisions. 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, budget management, 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 as respectful, non-threatening workplace environment.

**QUALIFICATIONS:**

**Required:**

* Bachelor’s degree from a regionally accredited higher education institution.
* Must maintain a valid driver’s license.
* Minimum of 2 years related higher education experience.
* Exemplary customer service.

***\*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: 10-2020**

**Date Revised:**

**Job Family: 18**

**Salary Band: 03**

**Unit: UMPSA**

**CUPA code:**

**Employee:**

**Position #: 0002213**