



## **DIRECTOR OF ADMISSIONS**

### **Job Description**

**Purpose:** Lead KWU's Admissions Office and the broader KWU community in identifying, recruiting, and enrolling students who will thrive at KWU.

**Reports to:** Vice President for Enrollment Management

**Employee Status:** Full-time, Exempt, At-Will, Staff Employee

### **Responsibilities and Duties:**

As a key strategic leader, the Director will:

- Develop a revolving, 18-month strategic plan for effective recruitment and retention that includes tracks for prospective freshmen and transfer students; graduate and online students; and Spring enrollees. Direct the admissions process from point of inquiry through enrollment.
- Lead the admissions team in actively collaborating with all members of the university community; recruiting is a team effort! Hire and supervise all members of the admissions staff. Organize or conduct professional development workshops for all staff members and, as appropriate, other members of the community.
- Develop, in consultation with the VP for Enrollment Management, the admissions budget and appropriate marketing materials/strategies that interpret the University to prospective students. Oversee the overall recruiting budget for the university.
- Establish and oversee all admissions office procedures, including maintaining accurate records.
- Participate in the planning and staging of events that position KWU accurately and attractively.
- Analyze trends in enrollment and marketing activities and present new sales strategies. Contributes to university strategy through data, analysis, and recommendations.
- Models professional development by participating in professional organizations; reading professional publications; and maintaining personal networks.
- Promotes the University nationwide by making presentations and speeches at alumni meetings, high school conferences, and community job fairs throughout the United States.
- Works with Student Financial Planning to help determine scholarship recipients.
- Other duties as assigned

### **Qualifications:**

- Visionary, passionate, goal-oriented professional who possesses strong leadership, communication and organizational skills.
- Ability to think innovatively and analytically while also collaborating well with others.
- Must understand and passionately articulate the philosophy of private, liberal arts, faith-based higher education with experience in such a setting highly preferred.
- Ability to manage positive, dynamic relationships with staff, faculty and student populations; ideally demonstrated with prior experience supervising professional and support staff.
- Work experience that will provide knowledge of student recruitment and retention efforts.
- Ability to manage multiple tasks with minimal supervision.

- Ability to prepare and interpret statistical reports when necessary.
- Willing to work flexible hours, including some evenings and weekends, and to travel as necessary to meet the responsibilities of the position
- Strong interpersonal skills and ability to relate to colleagues, college students and parents.
- Ability to engage an audience while describing the advantages of higher education and KWU.
- Knowledge of marketing techniques, social networking, and media formats is preferred.
- Prior experience in designing, managing, and using a database system is preferred
- Prior experience in managing a budget is preferred

**Experience and Education:**

- Bachelor's degree required, Master's degree preferred.
- Minimum of five years progressively responsible experience in a higher education enrollment management setting.

**Supervises:**

- Typically supervises 7 professional staff

**Special Requirements:**

- Subject to a criminal background check prior to employment
- KWU identifies all personnel as “responsible employees” pertaining to Title IX regulations and both the prevention and reporting of sexual assault or harassment situations. As such, all employees must communicate with the Title IX Coordinator if they witness or hear about a sexual assault or harassment situation.

To apply: Please submit resume and cover letter to [melanie.overton@kwu.edu](mailto:melanie.overton@kwu.edu).

*Rev: 2019*