Southeast Technical Institute

Sioux Falls School District 49-5

JOB DESCRIPTION

Director of Admissions

Division/Department /Program:	Admissions	Job Status:	Full-time
FLSA Status:	Exempt	Reports To:	President
Grade/Level:	12 Month Employment Contract Group; Southeast Technical Institute Employment Contract Salary Schedule: Level M	Amount of Travel Required:	Approximately 10% travel schedule to accommodate a variety of high level student recruiting initiatives
Work Schedule:	12 Month Work Schedule (July-June). M-F; 8AM-5PM. Flexibility to work evenings and weekends.	Positions Supervised:	• Admissions • Support Staff
Prepared By Title or Dept:	Southeast Technical Institute Human Resources Department	Approved By Title or Dept:	President
Prepared By Date:	September, 2017	Approved By Date:	September, 2017

POSITION SUMMARY

The Director of Admissions manages the day-to-day operations of the Admissions Department and is the direct supervisor for all Admissions Representatives, admissions support personnel and student workers. His/her time will focus on directing, coordinating, managing the daily operations: including training, coaching and mentoring. Additionally, time will be invested in data analysis that supports the development and implementation of recruitment strategies to meet assigned admissions department goals. Therefore, the Director of Admissions must possess strong leadership, management, and interpersonal skills; as well as the ability to effectively train and coach the admissions team.

Responsible for the overall success of the Admissions Department, the Director of Admissions will ensure that admissions policies and procedures are followed. This includes departmental budgets. The Director of Admissions is a full time position that reports to the President

ESSENTIAL FUNCTIONS
Reasonable Accommodations Statement
To perform this job successfully, an individual must be able to perform each essential duty. Reasonable Accommodations may be made to enable qualified individuals with disabilities to perform the essential functions.

Essential Functions Statement(s)

Manage the daily operations of the Department of Admissions in an effort to meet or exceed admissions department goals.

- Develop and implement an annual recruitment plan using industry best practices and data-driven decisions to achieve multi-year recruitment goals.
- Manage critical admissions processes of the enrollment funnel to meet funnel/stage targets. Compile and analyze current and historical statistical data for specific student cohorts.
- Build relationships, positively represent Southeast Technical Institute and manage recruitment efforts of Admissions Representatives. This includes their assigned territory and responsibility for high school visits and communication with prospective students, parents, and influencers in the assigned territory.
- Plan, coordinate, and contribute to recruitment efforts and outreach through oversight of high school relations, and leverage financial assistance strategies as a recruitment tool (i.e. Dakota Build Scholarships, STI scholarship and grants).
- Supervise the admissions team with a strong emphasis on customer service. Determine staffing needs and make staffing recommendations. Hire, train, motivate, evaluate, and assign work responsibilities.
- Manage scheduled weekly admissions meetings, daily briefs and timely completion of required evaluations of all assigned staff. Provide weekly individual/team on-campus training/coaching as needed.
- Collaborate and work closely with all departments/offices throughout campus to maximize collaboration and ensure student success.
- Conduct systematic research and assessment of recruitment efforts throughout campus and produce appropriate reports of efforts. (i.e. Longmire and Company Co-sponsored Studies).
- With IT, execute functional management of the technology-based recruiting and admissions information systems (CRM) and databases. Coordinate regular staff training/updates in systems' use and integrity. Provide regular professional development opportunities.
- Oversee and manage general admissions and recruitment budgets to ensure optimal return on investment and efficient use of resources.
- Participate as a member of the enrollment management team. Provide leadership on-campus community committees and events.
- Participate in professional development activities that study, research, and implement best practices regarding admissions, enrollment and recruitment. (i.e., National Association for College Admissions Counseling, ACT Inc., ACT Enrollment Planners Conference, Stamats, Ruffalo Noel-Levitz).
- Provide professional development opportunities. (i.e., National Association for College Admissions Counseling, ACT Inc., ACT Enrollment Planners Conference, Stamats, Ruffalo Noel-Levitz).
- Oversee the development, implementation and adherence of admission policies and procedures.
- Perform other duties as assigned.

POSITION QUALIFICATIONS
Competency Statement(s)
- **Adaptability** - Ability to adapt to change in the workplace.
- **Change Management** - Ability to encourage others to seek opportunities for different and innovative approaches to addressing problems and opportunities.
- **Coaching and Development** - Ability to provide guidance and feedback to help others strengthen specific knowledge/skill areas.
- **Creative** - Ability to think in such a way as to produce a new concept or idea.
- **Communication, Oral** - Ability to communicate effectively with others using the spoken word.
- **Communication, Written** - Ability to communicate in writing clearly and concisely.
- **Conceptual Thinking** - Ability to think in terms of abstract ideas.
- **Customer Oriented** - Ability to take care of the customers' needs while following company procedures.
- **Decision Making** - Ability to make critical decisions while following company procedures.
- **Detail Oriented** - Ability to pay attention to the minute details of a project or task.
- **Diversity Oriented** - Ability to work effectively with people regardless of their age, gender, race, ethnicity, religion, or job type.
- **Empathetic** - Ability to appreciate and be sensitive to the feelings of others.
- **Energetic** - Ability to work at a sustained pace and produce quality work.
- **Ethical** - Ability to demonstrate conduct conforming to a set of values and accepted standards.
- **Enthusiastic -** Ability to bring energy to the performance of a task.
- **Honesty / Integrity** - Ability to be truthful and to be seen as credible in the workplace.
- **Leadership** – Ability to motivate and guide others to ensure performance in accordance with clear expectations and goals.
- **Organized** - Possessing the trait of being organized or following a systematic method of performing a task.
- **Problem Solving** - Ability to find a solution for or to deal proactively with work-related problems.
- **Persuasive** – Ability to influence others toward some action or point of view.
- **Relationship Building –** Ability to establish and maintain a good rapport and cooperative relationship with customers and co-workers.
- **Reliability** - The trait of being dependable and trustworthy.
- **Project Management** - Ability to organize and direct a project to completion.
- **Self Motivation** – Ability to reach a goal or perform a task with little supervision or direction.
- **Strategic Planning** – Ability to develop a vision for the future and create a culture in which the long-range goals can be achieved.
- **Team Builder -** Ability to convince a group of people to work toward a goal.
- **Technical Aptitude -** Ability to comprehend complex technical topics and specialized information

SKILLS & ABILITIES
Education: Master's Degree required from an accredited institution.

Experience: Three plus years of admissions experience with progressive growth of responsibilities. Supervisory experience required.

Computer Skills:
- Strong computer skills in Microsoft Office Suite and database management systems.
- Ability to learn and utilize computerized systems and programs related to student enrollment.
- Experience working with student information systems and CRM databases.
- Experience with analytical measurements and software relative to the Admissions process.
- Ability to learn and utilize Cloud-based computer technology.
- Fully functional with online communication tools (i.e. social media, instant messaging, live chat, forums, emails).

Certificates & Licenses: None Required

Other Requirements:
- 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.
- Proven success in hiring, training, leading, motivating, assessing, and supervising professionals within a team environment.
- Strong analytical and critical thinking, project management, problem recognition and resolutions skills, including the ability to organize departmental data for effective planning and budgeting.
- Ability to identify opportunities and implement best practices for recruitment and enrollment.
- Ability to collaborate, build relationships, and work with diverse groups of students and staff.
- 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 work evenings and weekends.
- Must have valid, non-expired driver's license with a clean driving record.
- Post-offer criminal background check required.

PHYSICAL DEMANDS

Physical Demands		Lift/Carry	
Stand	O (Occasionally)	10 lbs or less	C (Constantly)
Walk	O (Occasionally)	11-20 lbs	F (Frequently)
Sit	C (Constantly)	21-50 lbs	O (Occasionally)
Handling / Fingering	C (Constantly)	51-100 lbs	O (Occasionally)
Reach Outward	F (Frequently)	Over 100 lbs	N (Not Applicable)
Reach Above Shoulder	O (Occasionally)	**Push/Pull**	
Climb	O (Occasionally)	12 lbs or less	C (Constantly)
Crawl	O (Occasionally)	13-25 lbs	C (Constantly)
Squat or Kneel	O (Occasionally)	26-40 lbs	F (Frequently)
Bend	O (Occasionally)	41-100 lbs	O (Occasionally)

N (Not Applicable)	*Activity is not applicable to this occupation.*
O (Occasionally)	*Occupation requires this activity up to 33% of the time (0 - 2.5+ hrs/day)*
F (Frequently)	*Occupation requires this activity from 33% - 66% of the time (2.5 - 5.5+ hrs/day)*
C (Constantly)	*Occupation requires this activity more than 66% of the time (5.5+ hrs/day)*

Other Physical Requirements

Meeting and Events
- Transport, carry, and lift carry equipment, supplies, materials, and display units required for high school visits, job fairs, and campus/off-campus special events.

Talking
- Ability to express or exchange ideas by means of the spoken word.
- Sufficient for conveying spoken information in a variety of activities and situations.

Vision
- Sufficient visual acuity for standard reading; to prepare and analyze a variety of data submitted by/for potential student; view a computer screen; and visual inspection/assessment.

Sense of Sound
- Sufficient to hear sounds at normal speaking levels with minimal correction.
- Ability to receive detailed information through oral communication.
- Detect and distinguish sounds of specific departmental activities (i.e. meetings, external sources, etc).

Sense of Touch
- Handling – Working primarily with hands/hand and requires the employee to sufficiently seize, hold, grasp, and turn with one or both hands.
- Fingering – Working primarily with fingers/finger and requires the employee to sufficiently pick up and pinch a variety of items.
- Feeling – Perceiving attributes of objects such as size, shape, temperature, or texture. Requires the employee to be able to primarily touch with the skin (primarily that of fingertips).

WORK ENVIRONMENT

General office environment with standard office equipment available. Lighting and temperature are adequate. Moderate noise levels typical of an office environment due to staff/student conversations and office equipment. Job is sedentary with physical activities normally required in an office environment. Possible exposure to communicable diseases. Exposed to outdoor weather conditions when traveling to other locations.

EMPLOYER STATEMENT AND EMPLOYEE AUTHORIZATION

EMPLOYER STATEMENT

Southeast Technical Institute has reviewed this job description to ensure that essential functions and basic duties have been included. It is intended to provide guidelines for job expectations and the employee's ability to perform the position described. It is not intended to be construed as an exhaustive list of all functions, responsibilities, skills and abilities. Additional functions and requirements may be assigned by supervisors and/or Administrators as deemed appropriate. This document does not represent a contract of employment, and Southeast Technical Institute reserves the right to change this job description and/or assign tasks for the employee to perform, as it may deem appropriate.

EMPLOYEE AUTHORIZATION

I have read this job description and completely understand all of my job duties and responsibilities. I am able to perform the essential functions as outlined with or without reasonable accommodation. I understand that my job may change on a temporary or regular basis according to the needs of my location and/or department without it being specifically included in the job description. If I have questions about job duties not specified on this job description that I am asked to perform, I should discuss them with my immediate supervisor and/or an Administrator. I further understand that future performance evaluations are based on my ability to perform the duties and responsibilities outlined in this job description to the satisfaction of my immediate supervisor and/or Administrator. I have discussed any questions I may have about this job description prior to signing it.

Employee Signature: _____ Date: _____

Employee Print Name: _____