Director of Adult and Graduate Admissions

POSITION SUMMARY

The Director of Adult & Graduate Admissions oversees the recruitment and admission activities as it relates to non-traditional undergraduate and graduate students. The Director works closely with administrators and programs across the university to accomplish the strategic admissions goals. The Director will direct and oversee the professional staff while at the same time assisting the vice president for enrollment management in the development of short-term and long-term recruitment and outreach strategies. The Director will be responsible for cultivating and maintaining relationships with on-campus partners, as well as key external off-campus partners such as OPM providers and community partnerships with school districts, community colleges, etc. The Director must demonstrate knowledge of innovative contemporary enrollment practices, including the use of cutting-edge technologies, marketing to various audiences, and analyzing data and trends. Under the guidance of the vice president for enrollment management, the Director provides leadership in the achievement of enrollment targets and is responsible for the admissions policies, processes, and practices.

POSITION FUNCTIONS

- **Strategic Planning:** As a key member of the enrollment management team, the Director participates in development of strategic enrollment planning process, which includes providing analysis of enrollment trends, utilizing institutional historical data to develop strategic initiatives to strengthen enrollment by managing the non-traditional undergraduate admissions funnel; creates/oversees strategies to ensure lead generation and maximum conversion, yield and melt rates, and continued assessment of current initiatives. The Director develops and manages all aspects of the strategic enrollment plans including, but not limited to: recruitment and yield activities, communication plans, territory management and travel coordination.
- **Leadership**: The Director creates a culture of collaboration with excellent communication skills by promoting and supporting open dialogue in all aspects of their work. The Director represents the University at admission-sponsored events on and off campus; creates a culture of excellent customer service; and functioning as liaison to OPM providers, community colleges, churches and businesses.
- **Recruitment**: Represents the University at admission-sponsored events on and off campus; develops and manages all recruitment and yield activities, including the communication plan, territory management and travel coordination; creates a culture of excellent customer service; assists in marketing efforts by coordinating multi-channel campaigns, assisting in the development of marketing publications, and functioning as liaison to OPM providers, area community colleges, churches and businesses.

- **Staff development:** Leads, manages, mentors, and coaches the Admissions team; oversees hiring of all non-traditional & graduate admissions staff; oversees and assists in the training, development, motivation and ongoing management of staff including monthly, quarterly, and ongoing reviews, turnover prevention via professional development and support.
- **Vendor Management:** Manage data exchanges with vendors, including adjustments to meet provided specifications. Coordinate communications between academic programs, marketing, admission processing and student services with the vendor; communicate and/or train vendor enrollment staff on new or updated admissions policies, procedures or programs; train all non-traditional Admissions personnel in policy and processes related to enrollment management; stay abreast of staffing vacancies and provide appropriate coverage where applicable.
- **Administrative Initiatives:** Recommend to the VP for Enrollment Management any changes to policy or procedure to effectively support admissions for these programs; prepare and submit administrative reports for non-traditional admissions to the VP for Enrollment Management and Program Directors/Deans.
- **Budget Management:** Manage budgets by making data-informed decisions linking budgets and expenditures to measurable outcomes.
- All other duties as assigned

POSITION REQUIREMENTS

- Bachelor's Degree required
- Master's Degree preferred
- At least 3-5 years' experience in Enrollment Management or related Higher Education field
- Three years of supervisory experience, including hiring, evaluation, supervision, motivation and training of professional and student staff
- Bilingual preferred (English and Spanish)
- Demonstrated knowledge of the admissions process, including recruitment/yield and strategies, admissions review cycle, application processing and applicant communication strategies for both undergraduate and graduate recruitment
- Proven ability to make data-based decisions with functionality in data analysis and reporting
- Demonstrated ability to establish collegial relationships with students, faculty, administrators, staff and the community
- Understanding of innovative technology and media in recruitment and admissions processes, including knowledge and effective integration of CRM systems
- Strong skills in budget development, allocation and evaluation of expenditures as it relates to a strategic enrollment plan
- Ability to effectively manage a diverse staff with very different job responsibilities and skill levels
- Exemplary public speaking, writing, interpersonal and organizational skills
- Understanding of scholarships and other financial aid for the use of achieving enrollment goals, particularly as it relates to selectivity

- Knowledge of programmatic, institutional and system-wide admissions policies and procedures
- Ability to procure membership in local, state, regional and national professional organizations for admissions professionals
- Proficiency in Microsoft Office software
- Ability to exercise discretion and judgment in dealing with confidential and sensitive matters
- Ability to work independently and as a member of the team
- Ability to efficiently and effectively solve problems and initiate and implement projects independently
- Ability to maintain a positive attitude that will promote a healthily cultural climate
- Ability to set and reach admissions goals (both individual and team goals)
- Ability to innovatively approach changes in the recruitment environment
- Ability to represent Concordia in a professional and positive manner
- Ability to maintain accurate and detailed records
- Ability to exercise discretion and judgment in dealing with confidential and sensitive matters
- Ability to define problems, independently conduct research as necessary, formulate solutions, and make recommendations

PHYSICAL REQUIREMENTS

- Travels approximately 25% of the time
- Frequently works outside of regular office hours

Commitment to the Concordia Mission

Concordia University Texas is an Equal Employment Opportunity employer. Concordia University Texas empowers students of all backgrounds to lead lives of critical thought, compassionate action and courageous leadership. As a liberal arts university, Concordia develops the mind, heart, soul, and body, preparing leaders for lives of service. As a private, faith-based university, employees must be supportive of our mission. We actively seek candidates who have professional skills, experience, and willingness to strengthen campus diversity, equity, and inclusion in support of our mission as an institution and our strategic plan. To the extent allowed by law, we reserve the right to give preference in employment based upon religion. Concordia does not discriminate on the basis of gender, race, color, age, national origin, disability, genetic information, military or veteran status, and any other basis protected by law.

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