

Warren Wilson College
Position Description

POSITION TITLE: Senior Associate Director of Admission

DEPARTMENT: Office of Admission

REPORTS TO: Dean of Admission

POSITION SUMMARY:

The Senior Director of Admission (SADA) provides leadership to the Office of Admission. The SDA works with the Vice President for Advancement, Admission, and Marketing (VPAAM) in issues relating to the operations of the office. In addition, the SADA recruits, evaluates, and counsels prospective students for Warren Wilson College. The SADA also serves as the supervisor to the admission crew.

SPECIFIC RESPONSIBILITIES:

As SADA:

- Offers regular acceptance to candidates who are clear for admission.
- Adjudicates staff issues, and may supervise the work of other staff, students and/or volunteers.
- Represents the admission office in issues of retention, financial aid, and orientation.
- Offers merit-based awards as needed and within the parameters of the admission plan aid strategy.
- Works closely with the Vice President for Advancement, Admission, and Marketing, as the most senior member of the admission staff.
- Manages the recruitment of International students.
- Manages the readmission process.

Admission responsibilities:

Recruitment and Marketing Services

1. Manage a territory as assigned by states, or category of student. Produce a marketing plan for enrolling qualified students for the College.
2. Prospect cultivation of a pool of inquiries to motivate them to visit, apply, and deposit.
3. Travel requirement of approximately three to four months in the fall and two months in the spring and other dates as assigned, (numerous overnights).
4. Creates and implement an individual marketing plan through the use of state narratives and travel planning.
5. Represent the college at college fairs and through high school visits, special recruitment programs such as dinners and interview days, etc.

Quality Control Initiatives

1. Evaluation, testing, and measuring the potential and academic achievement of prospective students.
2. Follow-up on student inquiry using the telephone, email, interviews, and personalized correspondence.
3. Follow-up on applicants on a regular basis using the telephone, email, interviews, and personalized correspondence.
4. Ascertain admissibility, encourage and discourage as appropriate and provide needed information.

Discretionary Judgment Skills

1. Making judgment as to whether the student and college represent a good match.
2. Counsels students on academic and triad related programs.

Application Evaluation

1. Evaluate applicant credential file, including standardized test scores, transcripts and letters of recommendations.
2. Conduct interviews in person or by phone to determine if candidate exhibits potential for success at the College.
3. Contact with reference/guidance personnel for clarification/verification when necessary.
4. Contact applicant to request material needed for file to be complete.
5. Make initial decision as to the admissibility of the prospective student for enrollment.
6. Insure that the academic standards of the college are being met.
7. Assist in process of application.
8. Follow-up post application decision.
9. Consistent maintenance of student file, working with the staff member assigned responsibility for file maintenance.

In-Office Charges

1. Works with crew supervisor in evaluation of student workers.
2. Contribute to the overall review and design of the admission plan.
3. Assist in coordinating admission-related, on-campus and off-campus activities and duties, as assigned, such as individual campus visits, scholarship selections, visit weekends, general office support and maintenance, etc.
4. Work with Dean on overall goals and strategy that supports the direction set by College leadership.
5. Perform other duties, as related.

WORKING CONDITIONS:

1. Office setting and extensive travel for extended time periods.
2. Days and hours will vary and include numerous weekends and evenings.
3. Extensive use of the phone and computer.
4. Must be able to stoop, bend, and reach.
5. Must be able to lift equipment and supplies up to 40 lbs.

QUALIFICATIONS:

1. Bachelor's degree required.
2. Ability to advise prospective students on the academic offerings of the college.
3. Possess exceptional organizational skills.
4. Excellent communication skills, both written and oral.
5. Exceptional telephone skills.
6. Computer literate.
7. Travel for extended time periods required.