

## Director Admissions

North Central State College is accepting resumes for a full-time Director of Admissions.

*Essential duties/responsibilities include but are not limited to the following:*

### Student Recruitment

- Responsible for overall department activities, including recruitment, admissions and pathways, supporting successful application and acceptance for each student group, including submission of high school transcripts.
- Develop and implement a comprehensive plan for student recruitment including coordination of events, visits and appointments, marketing materials, communication sequences, Customer Relationship Management (CRM) system campaign management and timelines for corresponding with prospective student groups. This entails strong collaboration with all Student Service departments, as well as College Marketing.
- Coordinate with the Director of College Credit Plus on strategies to incent dual credit students to matriculate to NC State after graduation, especially through the Tuition Freedom Scholarship Program.
- Coordinate with the Financial Aid Office on urging FAFSA completion of prospective students, as well as communicating various scholarship options available.
- Collaborate with all Student Service departments to help identify and remove unnecessary hurdles during the student onboarding process.
- Oversee computerized tracking of prospective students through CRM processes from prospect through accepted status. Track students through admissions funnel to ensure communication with applicants regarding necessary steps to enroll. Coordinate with the Admissions and Advising Data Specialist on application/admissions data integrity.
- Identify events for student recruitment, assign staff to attend and assign marketing materials in cooperation with the Marketing Department to attract student prospects to consider North Central State College as an "institution of choice". Collaborate with marketing to produce communications (e-mail, web/flyer copy, video scripts that drive prospect interest.
- Oversee administration of select scholarship programs, such as Tuition Freedom Scholarship.
  - Adhere to written policies establishing milestone actions for prospective and currently awarded students.
  - Monitor student information for initial or continued eligibility, and communicate needed action steps to students.
  - Coordinate with the Financial Aid Office on scholarship administration issues.
- Provide feedback and detailed reporting on Gateway activities weekly, daily or monthly, as requested.
- Analyze application and enrollment trends to proactively respond and adjust territory recruitment strategies.
- Oversee development of live and virtual information sessions for prospective students.
- Collaborate with community partners on recruitment initiatives, and represent the College at events.
- Perform other duties as assigned.

### Outreach Centers and Initiatives

- Management of outreach centers(Crawford Success Center and Ashland County Community Academy) including:
  - Establish annual goals for enrollment, as well as other metrics for community engagement.
  - Assist Manager/staff in strategic planning for program to ensure the long-term viability of the Center.
  - Maximize personnel resources to holistically support both the Center and College enrollment initiatives.
  - Collaborate with other College Divisions on Center matters, including fundraising and program development in both the credit and non-credit areas.
  - Manage the ACCA outreach initiative, beginning Spring 2023, including some evening classes at a partner location, with on-site support from a part-time Admissions representative.
- Perform other duties as assigned.

### Supervision and Management

- Determine staffing requirements.
- Include professional development and training activities for all staff on a regular basis.
- Review employee work methods for effectiveness and adherence to established department policies and procedures, including annual performance reviews.
- Schedule employees for work and assign tasks.
- Review employee record of time worked to verify accuracy. Approve or deny requests for leaves of absence, vacation, etc. in reference to and consideration of the enrollment process cycle.
- Ensure effective communication of information to all employees.
- Develop and administer the annual department budget.
- Establish department recordkeeping systems. Perform data entry and file materials.
- Work cooperatively with other College departments to meet goals, support the College's mission and serve the students. Conduct or attend meetings as needed or required. Participate on College committees.
- Perform other duties as assigned.

### **Required Qualifications:**

**Education:** Bachelor's degree in Marketing, Public Relations, Business Administration or related field; Master's degree in Higher Education Administration, Business Administration or related preferred.

**Experience:** Minimum of three (3) years' admissions, recruiting or related experience.

Please express your interest in this position by submitting a letter of application and resume to:

[www.ncstatecollege.edu](http://www.ncstatecollege.edu), Click on *Jobs* then [jobs@ncstatecollege.edu](mailto:jobs@ncstatecollege.edu)

or send to

**NORTH CENTRAL STATE COLLEGE**

Attention: Human Resources

2441 Kenwood Circle, Mansfield, OH 44906

Resumes will be reviewed beginning 10/10/22 and until filled

*North Central State College is an Equal Employment Opportunity institution. We value campus diversity and demonstrate this in campus initiatives. We particularly encourage members of historically under-represented groups to apply.*