



**DATE ISSUED:** 09/07

**FLSA:** Exempt

**PTO:** VCS

## **JOB DESCRIPTION**

### **TITLE**

Assistant Director, Admissions

### **JOB SUMMARY**

Performs responsible work in the coordination of recruitment efforts of a targeted population – transfer, graduate, Houston. Assists in the development and implementation of efforts designed to achieve overall enrollment goals. Serves on various administrative committees when related to their respected target population. Work is performed under general supervision and performance is based upon completion of assignments and results obtained. The performance evaluation is conducted through the performance evaluation system and in accordance with the University Policies & Procedures.

### **ORGANIZATIONAL RELATIONSHIPS**

*Reports to:* Director of Admissions and Associate Director of Admissions

*Supervises:* May supervise clerical support staff and student assistants

### **PRIMARY DUTIES** - *May include, but not limited to the following:*

Coordinates recruiting efforts for a targeted population by working with departments, schools, colleges and community programs.

Represents the university and its programs to the general public at various recruitment events.

Coordinates and hosts area and off-campus visitation programs and tours for prospective students.

Serves as a liaison between prospective students and external constituents with TWU academic and student service departments.

Coordinates counselor update sessions to be held at various locations.

Cultivates key relationships and partnerships with external constituents at high schools, colleges/universities, professional organizations, and/or area business/health care facilities.

Interviews and counsels prospective students and families.

Visits and counsels prospective students in person, via phone and email.

Follows up with prospective students from inquiries through enrollment.

Manages the promotion and facilitation of specific partnerships with external constituents.

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Prepares regular reports on recruitment activities.  
Recruits, selects, trains, and coordinates faculty and staff volunteers for recruiting efforts.  
Collaboratively designs and implements recruiting initiatives, goals, strategies, and marketing efforts, including publications, related to target market recruiting.  
Assists in resolving complex admissions situations.

### **ADDITIONAL DUTIES**

Performs other duties as requested.

### **EDUCATION**

Bachelor's degree required. Master's degree preferred.

### **EXPERIENCE**

A minimum of three years experience in a college/university setting or in a business sales/customer relations setting.

### **REQUIREMENTS**

Valid Texas driver's licenses and a safe driving record such as required by the university for Driver's Authorization.

### **KNOWLEDGE, SKILLS, AND ABILITIES - The following are essential:**

Knowledge of TWU Colleague System.

Knowledge and strong understanding of the college recruitment processes and the matriculation of prospective students to enrolled students.

Ability to make excellent decisions, extremely detailed oriented, highly organized, and strong interpersonal skills.

Knowledge of University policy concerning admissions policies and processes.

Ability to establish and maintain effective work relationships with Parents, students, faculty, staff, and the public.

Ability to organize work effectively, conceptualize and prioritize objectives and exercise independent judgment based on an understanding of organizational policies and activities.

Ability to integrate resources, policies, and information for the determination of procedures, solutions, and other outcomes.

Ability to communicate effectively orally, by phone, in person, and in writing.

Ability to operate a motor vehicle to travel to recruitment events.

Ability to use a personal computer and other office equipment.

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**PHYSICAL DEMANDS**

The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

While performing the duties of this job, the employee is occasionally required to stand; walk; sit; use hands to finger, handle, or feel objects, tools or controls; reach with hands and arms; climb stairs; talk or hear. The employee must have the ability to occasionally lift and/or move up to 25 pounds. The employee must have the ability to operate a motor vehicle. Specific vision abilities required by the job include ability to distinguish the nature of objects by using the eye.

**WORK ENVIRONMENT**

Supervisors are responsible for maintaining an environment that is free from discrimination, intimidation, coercion or harassment, including sexual harassment. Work is performed primarily indoors in an office setting. The noise level in the work environment is low to moderate. While performing the duties of this position, the employee may be required to travel.

**SAFETY**

Supervisors are responsible for the safety of their employees by creating and maintaining a safe work environment. New employees should be provided with safety instruction during the first 30 days of employment and receive, as applicable, annual refresher safety training. Supervisors should operate equipment safely and report any unsafe work conditions or practices to Management or Safety Coordinator. Supervisors should insure that employees work in a safe manner and submit injury/accident reports to the Office of Human Resources within 24 hours of notification.

*The job description does not constitute an employment agreement between the employer and employee and is subject to change by the employer as the needs of the employer and requirements of the job change.*

**Employee Signature:** \_\_\_\_\_ **Date:** \_\_\_\_\_

**Texas Woman’s University strives to provide an educational environment that affirms the rights and dignity of each individual, fosters diversity, and encourages a respect for the**

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***differences among persons. Discrimination or harassment of any kind is considered inappropriate.***

***Texas Woman's University is committed to equal opportunity in employment and education and does not discriminate on the basis of race, color, religion, sex, sexual orientation, or ethnic origin, age, veteran's status, or against qualified disabled persons.***

***All positions at Texas Woman's University are deemed security sensitive requiring background checks.***