



Position Summary

This position is responsible for effectively managing the admission operation and leading the Office of Admission staff. They will serve prospective students and their families by providing guidance about policies, procedures, and programs, and communicating the value of the Doane student experience. As a member of the enrollment management team they will participate in the development and implementation of Doane's annual enrollment plan, and coordinate recruitment activities for traditional freshmen, transfer students, non-traditional students and students from diverse backgrounds.

Primary/Essential Job Duties:

- Serves as member of the enrollment management team.
- Coordinates recruitment operation activities.
 - Participates in the development and implementation of a plan to identify, recruit, and enroll traditional freshmen, transfer students, not-traditional students and students from diverse backgrounds.
 - Development, follow-through, and assessment of inquiry pool generation.
 - Manages segmented communication projects, both message and process.
 - Oversees communication track system.
 - Coordinates and manages electronic communication plan.
- Responsible for quality control of communication.
- Leads and oversees the Office of Admission staff; duties include, but not limited to: hiring, training, staff development, performance appraisals, corrective action, work flow management and staff recognition
- Conducts training for new members of the administrative and support staff.
- Sets an example for staff in terms of public relations, efficiency, human relations, hours of work, conduct of meetings, dedication, ethics and communication.
- Responsible for overseeing the Admission Office budget
- Performs other duties as directed by the Vice President for Enrollment Services & Marketing

Qualifications/Skills/Abilities Required for Position:

We are seeking an individual with excellent interpersonal, analytical, oral and written communication skills as well as overall leadership qualities. Knowledge of admission databases and information systems, and familiarity with predictive modeling and geodemography is desirable.

Education/Training Required for Position:

A bachelor's degree is required, master's preferred.

3-5 years experience in admissions, recruitment, marketing, sales or related field strongly preferred.