



## **Director of Enrollment Services**

### **Position Summary:**

The Director of Enrollment Services leads nonresidential undergraduate, graduate and adult student enrollment efforts on the Lincoln, Nebraska campus. Responsibilities include leading a team and working successfully in cross-functional settings to ensure enrollment objectives, goals, budgets, policies, practices, and actions produce successful student enrollment results. When necessary the Director of Enrollment Services may also step in to help facilitate the student experience from the first phone call or email, offering one-on-one advising, assisting with the admissions process, answering enrollment questions and ensuring a smooth transition into the classroom.

### **Primary Responsibilities:**

#### **Team and Department Management:**

- Ensures enrollment objectives, goals, budgets, policies, practices, and actions produce successful student enrollment results, consistent with Doane's overall mission and strategic plan.
- Supervisory duties including, but not limited to: hiring, training, staff development, performance appraisals, corrective action, workflow management and staff recognition of Enrollment Specialists and Enrollment Coordinators.
- Manages enrollment team budget. Assesses needs each fiscal year and ensures proper use of funds.
- Develops and implements changes to the CRM by conducting an ongoing assessment to identify needs for improvement and collaboration with IT management.
- Creates long and short-term planning and evaluation of enrollment strategies and programs, including resource management.
- Works collaboratively with academic and advising staff to ensure newly enrolled students experience a smooth and cohesive transition.
- Conducts ongoing assessment of enrollment team activities to maximize enrollment opportunities each term.
- Collaborates with program leaders to assess recruitment/enrollment plans and program details on a regular basis. Evaluates results and recommends changes in program, recruitment strategies, and outreach.
- Develops and implements enrollment processes for new initiatives, special programming, and new academic programs by collaborating with other University offices including academic departments, admissions, financial aid, student accounts, and registrar.
- Researches and maintains best practices for enrollment management.
- Initiates the update and refresh of promotional materials each academic year. This includes, but is not limited to, academic catalogs, calendars, program materials (brochures, plan of study worksheets, digital resources, etc), and enrollment team documents.
- Directs and motivates the enrollment staff to meet institutional goals.

- Monitors and improves application and enrollment process to ensure excellent customer service to prospective students.
- Compiles, analyzes, interprets, and presents enrollment data to various constituencies within College.
- Provides quality and professional written and verbal communication.
- Embraces lifelong learning and pursue self-improvement actively and independently.

**Prospective Student Engagement as needed:**

- Receives inbound calls, but primarily places outbound warm sales calls to prospective students who have requested information about Doane's online and ground adult programs. Follows email and call workflow to ensure appropriate follow up for every request for information received.
- Conducts personal interviews to qualify prospective students. Sells the program's benefits to potential students while handling prospective student objections.
- In consultation with appropriate university guidelines, determines which classes and credits will transfer from other institutions upon receipt of transcripts, creates degree plans, explains degree requirements and options to prospective students and moves them through the admissions process to meet degree requirements.
- Provides excellent customer service by assisting students through application and enrollment process through phone, email and in person. Advise students on which classes to take through first term focusing on degree requirements and course options which will fulfill those requirements. Assist students in other academic administrative activities including class registration, new student orientation, student services, financial aid, other payment options and any other prospective student academic issues.
- Handles appointments, interviews and applications in a professional and timely manner.
- Collaborate with College offices including retention, financial aid, student accounts, and registrar.
- Maintains the accuracy and integrity of the CRM database with full and proper documentation.

**Education/Training:**

- Graduate degree in Higher Education, Management, or a related field.

**Qualifications/Skills/Abilities:**

- 3-5 years' experience in supervision, quality control and training and development
- A proven track record of exceeding sales/enrollment goals.
- A friendly, professional sales attitude and mentality with the ability to influence.
- Excellent verbal and written communication skills.
- Ability to stay organized and work in a fast paced environment.
- The ability to work well in a time-sensitive, dynamic, student centered and responsive office
- Demonstrated ability to work with the utmost professionalism, discretion and confidentiality
- Excellent PC skills including Excel and Sales Database use.
- Experience in a higher education/student services environment is strongly preferred.
- Knowledge and use of higher education CRM systems are preferred.