



Director, Admissions (Decentralized) Job Description

JOB INFORMATION

<i>Job Code:</i>	137330
<i>Job Title:</i>	Director, Admissions (Decentralized)
<i>FLSA Status:</i>	Exempt
<i>Supervisory:</i>	Manages through subordinate supervisors.; May oversee staff, students, volunteers, agencies and/or resource employees.
<i>Job Family:</i>	Admissions
<i>Job Family Group:</i>	Academic Advising and Career Counseling
<i>Management Level:</i>	4 Administrator

JOB SUMMARY

Oversees all aspects of a school or department's numerous enrollment services and processes, providing vision, supervision, implementation, and evaluation of effective, student-centered recruitment and selection. Liaises with central admissions and communications offices, interprets data regarding recruitment, application, and admission, and develops school or department-wide strategies and activities. Initiates or assists the planning and design of enrollment services' research agenda and recruitment calendar. Oversees regular review, evaluation, and reporting of admissions application, credentials and pre-requisites. Identifies and develops marketing messaging and opportunities to increase school/department visibility, representing assigned school/department and the university at special recruitment events. Supervises all unit staff and daily operations, and develops and maintains close working relationships with the university community.

JOB QUALIFICATIONS:

Education

<i>Req</i>	<i>Pref</i>	<i>Degree</i>	<i>Field of Study</i>	
X		Bachelor's degree		
X		Bachelor's degree	Business Administration	Or
X		Bachelor's degree	Higher Education	Or
X		Bachelor's degree	in related field(s)	
	X	Master's degree		

Additional Education

Check here if experience may substitute for some of the above education.

<input type="checkbox"/>	Combined experience/education as substitute for minimum education
--------------------------	---

Work Experience

<i>Req</i>	<i>Pref</i>	<i>Work Experience</i>	<i>Experience Level</i>	
X		6 years	in higher education admissions and recruitment, with extensive in a leadership or management role, and solid knowledge of transfer credit policies and financial aid programs	
	X	8 years	in admissions and recruitment at a higher education institution	

Additional Work Experience

Check here if education may substitute for some of the above work experience.

Combined experience/education as substitute for minimum work experience

Knowledge, Skills and Abilities

Req	Pref	Functional Skills
X		Deft ability to gather, analyze, evaluate, and assess large amounts of physical and digital data.
X		Skilled in interviewing, counseling, conflict resolution, problem-solving, and decision-making. Proven ability to interpret, analyze, and apply pertinent policies, procedures, regulations, and requirements.
X		Skilled at organization, with astute attention to detail.
X		Strong interpersonal and diplomatic skills for communicating tactfully with all levels of staff, media, and diverse individuals and groups.
X		Ability to lead and guide diverse, high-performing teams, fostering an environment of trust, collaboration, transparency, and accountability.
X		Exemplary written and oral communication and presentation skills, with experience developing communication plans, instructional materials, and related content.
	X	Demonstrated ability to meet enrollment targets, working both independently and collaboratively.
	X	Experience with community organizers and non-profit organizations.
	X	Fluency in Spanish and/or other foreign languages.
	X	Experience with customer-relationship management (CRM) systems.
	X	Demonstrated experience with office management communication software/tools (e.g., Google suite, Slack, Skype) and social media management.

Other Job Factors

JOB ACCOUNTABILITIES

	% Time	Essential	Marginal	N/A
Oversees all aspects of a school or department's numerous enrollment services and processes, providing vision, supervision, implementation, and evaluation of effective, student-centered recruitment and selection. Designs, implements, analyzes, and oversees application policies, timelines, and practices. Supports, leads, monitors, and evaluates efforts to meet goals for student recruitment, enrollment, and retention, including the enrollment of a more diverse, inclusive student body.				
Liaises with central admissions and communications offices in the development, maintenance, and execution of communication and social networking plans directed at students throughout the admissions pipeline. Counsels prospective students and their families on admission policies, procedures and educational opportunities at various stages of the college search and enrollment process. Follows up on applicant inquiries, evaluating and offering solutions to any problems and requests. Communicates with students in-person and via telephone, email, customer-relationship management (CRM) systems, and social media about the status of admission applications. Ensures confidentiality and compliance with the Family Educational Rights and Privacy Act (FERPA).				
Interprets data regarding recruitment, application, and admission, and develops school or department-wide strategies and activities. Sets goals and objectives to measure performance and ensure efficient enrollment. Monitors student activity in the enrollment pipeline, and develops student profile reports that indicate predictors of enrollment success. Reviews and recommends changes or enhancements to existing processes, models, and enrollment targets based on ongoing feedback, enrollment and/or financial-aid trends, reports, and analyses.				
Oversees production of all recruitment and application materials. Initiates or assists the planning, design, prioritization, and execution of enrollment services' research agenda and recruitment calendar. Gathers data on competitors and provides analysis of programs, prices, enrollment/market share, and positioning. Provides guidance and evaluation of specified research projects. Resolves difficult, escalated problems, provides technical guidance, and approves exception requests as deemed appropriate.				

JOB ACCOUNTABILITIES

	<i>% Time</i>	<i>Essential</i>	<i>Marginal</i>	<i>N/A</i>
Assists in leading the development and implementation of strategic planning, budgeting, and marketing processes with the Enrollment Marketing staff. Develops, analyzes, and administers assigned budgets for assigned school, department, and/or program. Determines fiscal priorities and strategies aimed at enhancing recruitment, and plans and approves expenditures accordingly. Participates in interdepartmental and university-wide meetings regarding admissions, as needed.				
Oversees regular review, evaluation, and reporting of admissions application, credentials and pre-requisites. Ensures all documents, forms, and credentials are accurately and timely collected, processed, recorded, and filed in accordance with internal policies and standards. Reads and evaluates caseloads, monitors counselors' progress, and assists the planning and execution of applicant interviews. Makes admissions decisions regarding borderline cases, when necessary, and identifies and selects scholarship recipients based on eligibility requirements.				
Directs the planning, coordination, marketing, and communications for outreach programs and other recruitment efforts and projects, both online and in-person. Establishes and maintains a network of high school and community college counselors. Represents assigned school/department and the university at high school, community college and transfer fairs, military and veteran information sessions, and other special recruitment events.				
Identifies marketing messages and ensures incorporation in presentations and publications. Identifies and develops marketing messaging and opportunities to increase school/department visibility. Prepares and develops content for university informational materials, websites, and social media, often enlisting input or contributions from faculty and other relevant stakeholders.				
Supervises all unit staff and daily operations, overseeing recruitment, hiring, and daily operations through the associate and assistant directors and any other subordinate managers. Assesses staff performance and provides feedback, identifying and recommending opportunities for growth. Counsels and/or disciplines staff, as needed.				
Develops and maintains close working relationships with the university community, academic leadership, and relevant external stakeholders to support the enhancement and implementation of program-specific recruitment and pre-admission activities. Maintains currency on university policies affecting admission and transfer credit evaluation, interpreting and applying guidelines during the review process.				

Other Requirements

<i>Essential:</i>	<i>Emergency Response/Recovery</i>	<i>Essential:</i>	<i>Mandated Reporter</i>
	In the event of an emergency, the employee holding this position is required to "report to duty" in accordance with the university's Emergency Operations Plan and/or the employee's department's emergency response and/or recovery plans. Familiarity with those plans and regular training to implement those plans is required. During or immediately following an emergency, the employee will be notified to assist in the emergency response efforts, and mobilize other staff members if needed.		A mandated reporter who in his or her professional capacity has knowledge of, or reasonably suspects a person who is under the age of 18 years, elderly, or a dependent adult has been the victim of abuse or neglect must report the suspected incident. The reporter must contact a designated agency immediately or as soon as practically possible by telephone or in writing within 36 hours. By virtue of the associated job duties, this position qualifies as a mandated reporter as required by state law and USC's policy at: https://policy.usc.edu/mandated-reporters/
<i>Campus Security Authority (CSA)</i>			<i>Essential:</i>
By virtue of the associated job duties, this position qualifies as a Campus Security Authority as required by law and USC's policy at: https://dps.usc.edu/alerts/clery/			Yes

ACKNOWLEDGMENTS

The above statements reflect the essential and non-essential functions as necessary to describe the principle contents of the job. They are not intended to be a complete statement of all work requirements or duties that may be required of the position. I understand that I may be asked to perform other duties as assigned. USC reserves the right to add or change duties

at any time.

The University of Southern California is an Equal Opportunity Employer. USC prohibits discrimination on any basis protected under federal, state, or local law, regulation, or ordinance or university policies. All employment decisions are based on individual qualifications and business need.

I acknowledge receipt of this job description and its associated physical requirements. I have read and understand the job description and job requirements and agree to abide by their contents. I realize that duties may be requested of me that are not specifically stated herein. I understand that I will be expected to adjust to potential fluctuations in work volume. I understand that, if I have any questions about the essential functions or expectations of my position, my supervisor and/or HR partner are available to discuss them with me.

Print Employee Name

Signature

Date

Print Manager Name

Signature

Date

This job description describes the general nature and level of work required by the position. It is not intended to be an all-inclusive list of qualifications, skills, duties, responsibilities or working conditions of the job. The job description is subject to change with or without notice, and Management reserves the right to add, modify or remove any qualification or duty. Nothing in this job description changes the existing at-will employment relationship between the university and the employee occupying the position.