



RHODE ISLAND COLLEGE JOB DESCRIPTION

Position classification: PSA Date created or revised: 2/22/2023 Exempt/Non-Exempt Status: Exempt Responsible individual: Yes Campus Security Authority: No
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Title: Assistant Director of Admissions
Status: Full-time, calendar year appointment
Grade: 12
Union Affiliation: PSA@RIC (Professional Staff Association)
Reports To: Director of Admissions

PRIMARY PURPOSE:

The Assistant Director of Admission will coordinate outreach, recruitment and admissions efforts for special student populations such as transfer students, international students, second bachelor degree candidates, first-generation students, students participating in the College's prestigious PEP program, or student athletes, in addition to traditional first-year students. The Assistant Director of Admission will also coordinate the College's Alumni Admission Ambassadors, Parent Network, and/or the Student Admission Ambassadors in support of the College's recruitment and outreach efforts. The Assistant Director will serve as a liaison to select academic, student service, or other campus partners and represent the college with the utmost of professionalism at all assigned recruitment opportunities and events.

DESCRIPTION OF DUTIES AND RESPONSIBILITIES:

Essential Job Functions:

- Responsible for the development and/or implementation of outreach, admissions activities, and strategies to manage recruitment travel.
- Plan and execute creative recruitment strategies for special student populations.
- Collaborate on the creation of marketing and communication collateral including social media.
- Monitor the College's website for necessary updates and coordinate with web-services.
- Use and analyze data to provide reports to measure outcomes and effectiveness of recruitment strategies, and to assist in the day-to-day operations of the admissions office.
- Assist with establishing admissions policies and procedures and the development and implementation of recruitment and enrollment goals and the recruitment strategies to achieve those goals as a senior member of the admissions team.
- Serves as a liaison to various campus departments coordinating training and scheduling.
- Represent the College at all recruitment events and activities as assigned.
- Participate in Counselor-of-the-Day responsibilities by delivering engaging presentations for prospective students and families
- Conduct thorough application review of admissions materials and provide decisions in a timely fashion.
- Assist with the planning and implementation of special promotional activities and events both on- and off-campus, including daily campus visits, virtual recruitment programming, and customized prospective student visit experiences.
- Travel extensively in-state and out-of-state, with evening and weekend work required.
- Be an active and positive member of the admissions team, demonstrating a willingness to participate, lead, and volunteer in team initiatives.

Assistant Director of Admissions

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Occasional Job Functions:

- Supervise and train and evaluate student-staff/graduate aides as needed.
- Perform other duties and responsibilities as assigned by the Director of Admissions.

REQUIRED QUALIFICATION STANDARDS:

Education:

Bachelor's degree.

Experience:

- Minimum of three years of successful full-time work in admissions at a college/university.
- Demonstrated familiarity with the undergraduate programs at RIC.

Skills, Knowledge and Abilities:

- Demonstrated ability to represent the College positively and effectively with prospective students, faculty, staff, alumni, media, and the public.
- Knowledge of Salesforce CRM, Image Now (document imaging software), and MS Professional software packages are beneficial.
- Demonstrated familiarity with the undergraduate programs at RIC.
- Flexibility, dedication, initiative, confidentiality, and the ability to learn are expected.
- Must have demonstrated public relations skills and the ability to work independently and as part of a team.
- Excellent oral and written communication skills are required and candidates must demonstrate acute attention to detail, strong organization and problem-solving abilities.
- Ability to travel extensively including evenings, nights, and weekends
- Flexibility, dedication, initiative, confidentiality, and the ability to learn are expected.
- Evidence of commitment to professional growth and development in college admissions.
- Must be able to provide own transportation to and from all in-state and out-of-state events.

PREFERRED:

- Master's degree.
- Bilingual in English / Spanish (fluent in speaking and writing).

ENVIRONMENTAL CONDITIONS:

- The employee is not exposed to known adverse environmental conditions.
- Frequent lifting of boxes of informational material weighing approximately 35 pounds each.

The College requires that all applicants and employees be able to perform the essential functions of the job and will explore reasonable accommodations for individuals with disabilities.

As an Affirmative Action/Equal Opportunity institution which values and is committed to inclusion and expanding the diversity of its faculty and staff, the College invites members of protected classes, including minorities and persons with disabilities, to identify themselves as such at the time of application.