



## RHODE ISLAND COLLEGE JOB DESCRIPTION

Position classification: PSA  
Date created or revised: 9/22/2022  
Exempt/Non-Exempt Status: Exempt  
Responsible individual: Yes  
Campus Security Authority: No

Title: Director of Admissions, Campus Visit Experience  
Status: Full-Time, Calendar Appointment  
Grade: 16  
Union Affiliation: PSA@RIC  
Reports To: Dean of Enrollment Management

### **PRIMARY PURPOSE:**

The Director of Admissions Campus Visit Experience will provide strategic leadership and direction to exceed the College's prospective student campus visit and recruitment event goals; and will manage all outcome assessment of campus visit and recruitment event efforts. Reporting to Dean of Enrollment Management, the Director will be a hands-on leader, coordinating the daily campus visit experience and managing daily on-campus visit programming, as well as planning and coordinating the College's on-campus recruitment events. The Director will be a highly visible member of the College community, building relationships with campus partners to assist with prospective student visits, event programming, and to develop concierge-like service to all admission visitors.

### **DESCRIPTION OF DUTIES AND TASKS:**

#### Essential Job Functions:

- Provide leadership for a comprehensive and targeted prospective student experience designed to attract and yield traditional and non-traditional undergraduate students.
- Develop and implement best practices to support and enhance student recruitment and yield through campus visit and recruitment event experiences, as part of a strategic enrollment planning initiative using advanced and innovative recruitment technology and techniques.
- Develop prospective student visitor and event attendance targets and goals for each activity/event and prepare comprehensive statistical reports for the college.
- Work in close collaboration with department chairs, academic departments, deans' offices, Residential Life, Athletics, Financial Aid, Disability Services, the Preparatory Enrollment Program, Learning for Life, among others on developing and implementing coordinated recruitment and yield visits and events initiatives.
- Develop, facilitate and maintain visit and event experiences for secondary school personnel, community-based organizations, and other prospective student influencers.
- Prepare and manage the annual budget for the Prospective Student Center (PSC).
- Develop best-in-class visit and event programming and content in collaboration with the College community to encourage first time and repeat visitors to further engage with the college.
- Supervise, motivate and evaluate or oversee the supervision of all professional, support, and student staff assigned to the PSC, and support their training and professional development.
- Oversee development of all PSC communications, publications and materials.
- Manage and analyze complex information and data that enhances the campus visit and recruitment event efforts.
- The Director will establish the visit calendar utilizing data on visit trends and programming successes.

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#### Occasional Job Functions:

- Perform other duties and responsibilities as assigned by the Dean of Enrollment Management.
- Responsibility for some local recruitment travel and application reviews.

#### **REQUIRED QUALIFICATION STANDARDS:**

##### Education:

Master's degree in a related field.

##### Experience:

Minimum of three years of full-time progressively responsible full-time experience in higher education recruitment, including experience with diverse populations.

##### Skills, Knowledge and Abilities:

- Demonstrated ability to represent the College positively and effectively with prospective students, faculty, staff, alumni, media, and the public.
- Demonstrated ability to work collaboratively with diverse constituencies on and off campus.
- Knowledge of Salesforce CRM and MS Professional software packages are beneficial.
- Demonstrated analytical communications and managerial skills including experience with recruitment technology, computer-based systems and data reporting.
- Ability to travel and work non-standard hours as needed.
- Flexibility, dedication, initiative, confidentiality, and the ability to learn.
- 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.
- Evidence of commitment to professional growth and development.
- Must be able to provide own transportation to and from all in-state and out-of-state events.

#### **PREFERRED:**

- Successful full-time supervisory experience in higher education.
- 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 that 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.*