

Director of Admissions

The Director of Admissions is responsible for providing leadership, direction, and daily supervision for the admissions recruitment and operations staff and is accountable for meeting or exceeding enrollment goals. The director is responsible for planning, managing, and evaluating recruitment strategies, processes, and admission/recruitment activities for Westminster College.

This position includes planning, management, and coordination of processes, events, travel, and relationships with high schools, community colleges, counselors, students, parents, faculty, coaches, and alumni/parent/student volunteers. The director will possess proven leadership and management skills, as well as technical and analytical skills necessary to lead a dynamic and enthusiastic admissions team.

Job Responsibilities:

- Develop, manage, evaluate, and execute admissions and recruitment strategies to achieve both long and short-term enrollment goals.
- Assign recruitment territories and collaborate with admissions counselors to plan and execute territory management.
- Assist in statistical analysis when needed to support the efforts of the Vice President for Enrollment Management.
- Supervise the recruitment staff; strategizing goals, travel, recruitment philosophy, and objectives.
- Supervise the operations staff; managing priorities and data management.
- Develop workflows, dashboards, queries, reports, and maximize the features and functions of Slate.
- Manage the day-to-day technical processes, provide technical and user support, and train and supervise staff members on technical functions whenever appropriate.
- Manage yearly updates and revisions to data for the domestic and international applications.
- Train and develop the admissions team for outreach, recruitment, application review, selection, and enrollment of the admissions market specific to Westminster, ensuring uniformity across the department.
- Direct the application review process, including timing, file completion, and benchmarking of comparative and qualifying data to admit and reach enrollment goals.
- Plan, organize, budget, assign, and oversee the cycle of virtual and on-ground travel, college fairs, event coverage, and recruiting and yield events for admissions.
- Ability to establish weekly goals for the admissions staff; monitoring achievement and assessing effectiveness of strategies and tactics.
- Perform staff evaluations and annual reviews.
- Convene and lead regular staff meetings, maintaining a culture of collaboration, transparency, and excellence.
- Develop a training and professional development plan for admissions counselors.

- Manage all aspects of the enrollment funnel including development of the prospect and inquiry pools, conversion of leads to applicants, admission application review and yield activities designed to increase matriculants.
- Oversee the Coordinator of Events and Campus Visits to ensure effective visit opportunities for diverse populations of students and parents.
- Maintain competency through self-directed professional reading, attending professional development opportunities, and attending training and/or courses as requested by leadership.
- Oversee recruitment events and evaluate their effectiveness as a function of yield initiatives, recommending improvements based on visitor experience and feedback.
- Make recommendations regarding the web site and publications to promote Westminster College.
- Collaborate with the Vice President for Enrollment Management and marketing to develop integrated communications plans to engage prospective students and parents through print, email, web, social media, and texting.
- Collaborate with departments within the College (Academics, Athletics, Alumni, etc.) to facilitate recruitment efforts.
- Other essential duties as assigned.

Experience and Qualifications:

- 5+ years of progressive experience and responsibility.
- Master's degree is preferred.
- Creative problem solver.
- Exhibits strong leadership and confident decision making.
- Experience with a CRM is required; Slate is preferred.
- Supervisory experience is required.
- Experience and comfort with accessing and using data to make data informed decisions.
- SEVIS experience is preferred.

Extensive travel will be required for this position. In accordance with Westminster College policies, employees must have proof of COVID-19 vaccination on file with Human Resources prior to beginning College-sponsored travel.

To apply please send a cover letter, resume, and the names and contact information for at least three professional references to schedikh@westminster.edu. Review of applications will begin immediately.

Westminster College is an Equal Opportunity Employer, enhancing learning through diversity and inclusion.