PARIS JUNIOR COLLEGE DISTRICT
JOB DESCRIPTION

TITLE: Director
DEPT: Admissions
CLASS: Administration

SALARY LEVEL:
JOB CODE:
FLSA STATUS: Exempt
RETIEMENT ELIGIBILITY: ORP/TRS

PURPOSE: The Director of Admissions is chief administrator of all activities related to student admissions. The Director of Admissions plans, implements, and coordinates strategies for the recruitment and retention of various student populations.

REPORTS TO: Associate Dean of Student Access and Success
SUPERVISES: Student Recruiter/Academic Advisor
Secretary B, Admissions

MINIMUM QUALIFICATIONS

Knowledge, Skills, and Abilities
1. Organizational skills, supervisory skills, computer skills.
2. Ability to deal with people, to conduct group presentations, to budget monies.
3. Knowledge of public relations and marketing strategies.

Education, Experience, and Licensure
1. Master's degree in student services area.
2. Experience in any of the following is desirable: recruitment, marketing, public relations, admissions, registration, counseling, etc.

MAJOR JOB RESPONSIBILITIES

Essential Job Functions
1. Assists in the development of policies and procedures related to the admissions process.
2. Supplies information to administrative officials concerning enrollment strategies including marketing, recruitment, admissions, retention, computerized information systems, minority recruitment, etc.

3. Develops functional office operations to ensure efficient processing of student inquiries and applications.

4. Serves as data custodian for the computerized student information data file utilized in support of admissions and enrollment activities.

5. Fosters positive relationships with prospective students, parents, public school officials, and other community representatives.

6. Represents the College and its programs through a variety of forums (i.e., college day/night programs, regular visits to area high schools, service club meetings, career days, etc.).

7. Assists in development and distribution of promotional materials.

8. Administrates the registration process for the institution.

9. Remains current in issues related to admissions through dialogue with other professionals in both formal and informal settings.

10. Forecasts financial needs of the office operation.

11. Projects costs for special events related to enrollment.

12. Prepares and submits the Annual Operating Budget to the Associate Dean of Student Access and Success.

13. Coordinates efforts with other college personnel to provide distance learning opportunities for students.

14. Supervises and coordinates duties of area personnel.

15. Assists in the recruitment, employment, and orientation of staff.

16. Responsible for ensuring diversity efforts within area of supervision.

17. Coordinates, supervises and performs evaluation process with all part-time and full-time personnel.

18. Recommends disciplinary action of personnel.
19. Reports or approves absences of personnel.

20. Provides opportunities for staff development aimed at increasing professionalism.

21. Plans, organizes, and administers a comprehensive admissions program compatible with the mission of the institution.

22. Assists administrative officials in the development of creative marketing strategies.

23. Works closely with administrative staff and faculty to design and facilitate a suitable scholarship program.

24. Relates educational needs discovered through community dialogue with administrative officials for the purpose of planning future course offerings.

25. Monitors admissions process in order to propose modifications in policies and procedures as needed.

26. Responsible for compliance with Southern Association of Colleges and Schools (SACS) guidelines for area.

27. Display personal characteristics that reflect positively on the education profession and the College in such ways as respecting colleagues and observing ethical principles of the education profession, participating in community activities, and demonstrating a constructive attitude toward other professional and classified personnel, using appropriate vocabulary free from excessive profanity and slang, displaying use of good judgment, tact, and discrimination, treating records, information, materials, and office concerns in a confidential manner.

28. Demonstrate knowledge of the required subject matter by providing evidence of preparation in the area, maintaining current knowledge of research and developments in the subject area, and maintaining the respect of colleagues in the profession.

29. Demonstrate leadership qualities by instilling enthusiasm for professional goals, recognizing staff proficiencies and accomplishments, adhering to statement of ethics and Paris Junior College covenant for success.
Marginal Job Functions

SPECIFIC EQUIPMENT AND MATERIALS USED

ESSENTIAL PHYSICAL TASKS

1. Must be able to travel extensively as necessary for recruitment.

2. This position is security-sensitive.

ENVIRONMENTAL DEMANDS