



# NATIONAL AMERICAN UNIVERSITY

## Position Description Denver Campus

To apply, submit completed employment application ([www.national.edu](http://www.national.edu)), cover letter and resume to : Campus Executive Officer, 1325 S. Colorado Blvd., Suite 100, Denver, CO 80222-3308.

**I. POSITION TITLE:** Director of Admissions

**II. EMPLOYEE CLASSIFICATION:** Administrative

**III. JOB CLASSIFICATION:** Exempt

**IV. ACCOUNTABLE/REPORTS TO:** Campus Executive Officer

**V. POSITIONS REPORTING TO THIS POSITION:** All full- and part-time admissions representatives

**VI. DUTY HOURS:** A minimum of forty hours per week plus other hours as may be necessary to complete job duties. A combination of day, evening, and weekend hours may be assigned by the campus director and hours may vary from time to time.

**VII. MINIMUM REQUIREMENTS:**

**EDUCATION:** Bachelor's degree required; master's degree preferred.

**EXPERIENCE:** Minimum three year's higher educational admissions experience preferred.

**PHYSICAL:** Reaching, bending, dialing, writing, sight, talking and hearing capability; ability to exert force to lift, move and/or carry objects up to 40 lbs.

**SKILLS EXPECTATIONS:** Excellent organizational, interpersonal and communication skills; goal-oriented; customer-oriented attitude; strong work ethic and proven leadership abilities.

**VIII. BASIC FUNCTION/PURPOSE OF THE POSITION:**

To guide the overall campus admissions recruiting effort for National American University and make other public relations contacts (in person and by telephone). To demonstrate a caring attitude toward students and other employees, and to do everything possible to assist students in attaining their education/employment goals in support of the mission of the university as defined by the university president and the board of governors.

**IX. DUTIES/RESPONSIBILITIES/EXPECTATIONS OF THE POSITION:**

- \* A. Hire, train, and supervise admissions representatives and provide ongoing training for continued improvement in recruiting and retention.

- \* B. Develop, implement, and monitor a strong advertising program utilizing television, direct mail, newspapers, and/or working with appropriate military personnel. Evaluate advertising results.
- C. Monitor daily lead activity to ensure that every student lead is reported and logged properly.
- \* D. Track and/or accurately monitor all daily/weekly admissions representatives activities to ensure consistent reporting for statistical purposes.
- \* E. Be thoroughly knowledgeable of the objectives, requirements, and content of all programs offered by National American University in order to provide accurate information to admissions representatives and prospective students.
- F. Schedule appointments and interview prospective students as appropriate, either in the students' homes or at the university admissions' office.
- \* G. Provide technical expertise and training to admissions representatives on a daily basis.
- \* H. Monitor admissions representative performance and provide coaching for improvement in the admissions recruiting process.
- I. Provide timely and accurate recordkeeping for management and other reports as needed.
- \* J. Serve as a role model for admissions representatives in support of the mission of the university.
- \* K. Directors of admissions will be required to participate in a formal performance evaluation on at least a semi-annual basis (or more often at the discretion of the campus director) to discuss and review future goals, leadership effectiveness, individual production data, and team results.
- \* L. Meet and/or exceed monthly, quarterly, and/or annual individual enrollment expectations/standards established with the campus director and the vice president for admissions and marketing. Minimum expectations for all types of leads are as follows:

Lead to appointment	60% minimum
Appointment to interview	45% minimum
Interview to enrollment efficiency	45% minimum
Actual total number of interviews	60 minimum
Show rate for:	
new students	60% minimum
re-entry students	60% minimum
Campus "team" show rate	60% minimum
Retention ratio	60% minimum
(based on previous two quarters)	

- M. Any other duties or responsibilities that may be assigned by the campus director.

**X. COOPERATIVE RELATIONSHIPS WITH THE FOLLOWING:**

- A. Financial Aid Staff
- B. Student Accounts Staff
- C. Academic Dean
- D. Admissions Representatives
- E. The campus director and other management and staff personnel

**XI. LIMITS OF AUTHORITY:** As defined by the policies, procedures, and practices of the university and/or the university president.

National American University reserves the right to alter this position description/job duties from time to time as may be necessary to meet the mission and purposes of the institution.

\* Denotes essential elements of the position.