



NATIONAL AMERICAN UNIVERSITY

POSITION AVAILABLE System-wide

To apply, please submit completed employment application, resume and letter of interest to: **Regional President, 1325 S. Colorado Blvd., Suite 100, Denver, CO 80222-3308 or lknigge@national.edu.**

- I. POSITION TITLE:** Director of Admissions
- II. EMPLOYEE CLASSIFICATION:** Administrative
- III. JOB CLASSIFICATION:** Exempt
- IV. ACCOUNTABLE/REPORTS TO:** Associate campus director with dotted line authority to regional vice-president of enrollment management (if applicable).
- 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 executive officer and hours may vary from time to time.
- VII. MINIMUM REQUIREMENTS:**
 - EDUCATION:** Bachelor's degree required; master's preferred.
 - EXPERIENCE:** Minimum three years 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) in support of the mission and goals of the university as directed by the campus executive officer. 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, manage and supervise admissions representatives and provide ongoing training for continued improvement in recruiting and retention.
- * B. Monitor daily lead activity to ensure that every student lead is reported and logged properly. Ensure lead flow is sufficient to meet enrollment goals.
- * C. Track and/or accurately monitor all daily/weekly admissions representatives activities to ensure consistent reporting for statistical purposes.
- * C. Be thoroughly knowledgeable of the objectives, requirements, and content of all programs offered by the university in order to provide accurate information to admissions representatives and prospective students.
- E. Schedule appointments and interview prospective students as appropriate, either in the students' homes or at university facilities.
- * F. Provide technical expertise and training to admissions representatives on a daily basis.
- * G. Monitor admissions representative performance and provide coaching for improvement in the admissions recruiting process.
- H. Provide timely and accurate recordkeeping for management and produce other reports as needed.
- * I. Serve as a role model for admissions representatives in support of the mission of the university.
- * J. Participate in a formal performance evaluation on at least a semi-annual basis (or more often at the discretion of the campus executive officer) to discuss and review future goals, leadership effectiveness and team results.
- * K. Meet and/or exceed monthly, quarterly, and/or annual team enrollment expectations/standards established with the campus executive officer and the regional vice president of enrollment. 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)	

- L. Any other duties or responsibilities that may be assigned by the campus executive officer.

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.