

Posted: 07/15/2021

Salary Range: \$44,000.00-\$48,000.00

Status: Exempt, Full-time



[The College of Idaho](#) invites applications and recommendations for an **Assistant Director of Admissions**. As a collaborative member of the [enrollment management](#) team this position will assist in leading the effort to recruit qualified students to meet the enrollment goals of The College of Idaho. In addition to managing an assigned territory and identifying students who have the potential to be successful at the College, the Assistant Director may be responsible for additional duties, such as (but not limited to) marketing initiatives, third-party vendor engagement, collaboration with the office of alumni and parent relations, off site recruitment events, or overseeing current students assisting with the College's recruitment function.

### **Essential Functions**

#### **Prospect Management**

- Develop a territorial management plan that successfully converts inquires to applications and ultimately to deposits.
- Work to meet pre-determined goals for applications, accepted, deposited and enrolled students.
- Establish a program to reach students most likely to apply and deposit.

#### **Travel**

- Identify prospective students by visiting college fairs, high schools, homes and professional conferences.
- Make group presentations at college fairs, high schools, homes and professional conferences.
- Organize and conduct evening programs.
- Extensive fall/spring travel in and out of state.

#### **Campus Visits**

- Educate prospective students who visit The College of Idaho campus about degree programs, financial options and admissions requirements.
- Provide staffing support and leadership for on-campus recruitment events.

#### **Prospect Communication**

- Contact prospective students, parents, high school counselors, teachers and alumni.
- Answer questions regarding The College of Idaho and the application/enrollment process.
- Market features and benefits of the institution.

#### **Office Projects**

- Oversee marketing initiatives, collaborate with student ambassadors on social media posts, and work with third-party vendors on effective marketing campaigns.
- Schedule special events and travel arrangements.
- Collaborate with admission staff to attain recruitment goals.
- Input student correspondence into college database.

*Perform additional duties as assigned.*

### **Knowledge, Skills, and Abilities**

- Ability to travel, work evenings and weekends during recruitment season and special events
- Must be high-energy and goal-oriented.
- Possess working knowledge of Microsoft Office Suite, database software, email and internet applications.

- Excellent verbal and written communication in English, and interpersonal skills.
- Possess an understanding and appreciation of the mission of a liberal arts institution.
- Must be self-motivated, willing to work independently, be detail oriented while adhering to guidelines, performance standards and policies.

### **Qualifications**

- Bachelor's degree required.
- 3 - 5 years progressive responsibility in the field of college admissions or recruitment, preferably on behalf of an institution with a strong residential liberal arts tradition.
- Customer service experience required.
- Public speaking experience required.
- Marketing and strategic planning experience preferred.
- Bilingual preferred.
- Must possess a current valid driver's license, be vehicle insurable with a good driving record in accordance with The College of Idaho's vehicle policy.

Candidates must be authorized to work in the United States as of the expected hire date and throughout the date of their employment without sponsorship from The College of Idaho.

A complete application will include a current résumé, cover letter addressing qualifications for the position, a statement on diversity that articulates a commitment to representation, inclusion, and equity, and the names and contact information of three (3) references, two (2) management and one (1) professional to [hr@collegeofidaho.edu](mailto:hr@collegeofidaho.edu). *Application review will begin immediately.* Applications will be accepted until suitable candidates are selected.

With over 125 years of history, The College of Idaho is a regional and national leader in higher education. The College of Idaho is an [inclusive community](#) of exceptional learning that challenges the ambitious and forges pathways to success and purpose.

The College of Idaho is proud to be an equal opportunity employer. We are committed to attracting, retaining, and maximizing academic excellence through a diverse and inclusive workforce.