

POSITION DESCRIPTION: DIRECTOR OF ADMISSIONS

APPALACHIAN STATE UNIVERSITY

Appalachian State University seeks an innovative professional to lead the Office of Admissions to achieve recruitment and enrollment goals that strengthen the academic and diversity profile of the University as outlined in the University's Strategic Plan (http://www.appstate.edu/about/strategic_plan.pdf). The Office of Admissions includes recruitment and admission/processing of all undergraduate students (including freshmen, transfers, and international students). The Director of Admissions will report to the Associate Vice Chancellor for Enrollment Management and will manage an office that includes 25 full-time staff members. The successful candidate will provide evidence of collaborative leadership, exceptional communication skills, technological expertise, and a commitment to placing students and education at the forefront, as well as possess vision, recruitment and marketing ability, and significant strategic and analytical capacity.

DUTIES AND RESPONSIBILITIES:

- Lead the Office of Admissions, both in its strategic direction and its complex daily operations using exceptional leadership and supervisory skills; provide leadership in all areas of the Office of Admissions including admissions and office policy development and implementation, staff training and supervision, and the formulation and implementation of marketing and recruitment strategies/initiatives; further develop and support a strong admissions staff that is recruitment-centric, optimistic, excited about change, responsive, innovative, analytical, energetic, results-oriented, and student-centered
- Develop and direct the implementation of strategic recruitment plans to expand recruitment and enrollment of underrepresented minority students and first-generation college students
- Continue the development and implementation of the University's comprehensive enrollment program, including market segmentation, brand marketing, promotional strategies, and recruitment tactics to meet enrollment goals, (advancing the academic profile, meeting net revenue goals, and diversifying the student body)
- Collaborate with University Communications to design and implement a comprehensive communications plan articulating Appalachian's distinctive culture, academic programs, and quality of student life to prospective students, applicants, high school counselors, parents, and other stakeholders
- Routinely analyze data to shape strategic directions and make appropriate adjustments to an integrated marketing plan that clearly identifies and defines historical University enrollment patterns and forecasts trends in new-student markets; regularly reassess effectiveness of recruitment activities and scholarship programs and make appropriate adjustments to continuously refine goals and strategies to reflect a proactive response to market forces and the University's needs
- Make data-informed proposals and decisions while seeking both standard and creative ways to achieve enrollment goals
- Make projections and strategic decisions about recruitment of freshmen, transfer, and international students and communicate these goals and objectives with campus constituencies
- Promote frequent personal interactions with prospective students and their families by developing programs and creative initiatives to appropriately engage Appalachian faculty, staff, students, alumni, trustees, and parents in the enrollment effort
- Manage various resources, including state and foundation budgets

- Develop and manage an expedient and effective application processing plan, including prospect management; understand technological innovations and lead the process of harnessing emerging technologies and leveraging technology investments that can support the processes within admissions and enrollment to attract, enroll, and best serve a larger and more diverse applicant pool and entering classes
- Collaborate with all levels and departments of the University, including Academic Affairs; University Communications; the Heltzer Honors Program; Academic Advising and Orientation; the Office of International Education and Development; Multicultural Student Development; Graduate Admissions; Institutional Research, Assessment and Planning; Financial Aid; and the Office of the Registrar
- Serve as a key member of the University's Enrollment Management Council

POSITION QUALIFICATIONS

- Candidates must have a Master's degree in a related field
- Significant and appropriate experience in a college environment, including increasingly complex responsibility in a leadership position; experience with recruitment and a proven track record of success with strategic recruitment of targeted markets
- An ability to communicate effectively to engage students, parents, and alumni of Appalachian State University and to explain complex concepts, ideas, and issues to a broad range of campus constituents
- The willingness and skill necessary to serve as a visible representative for Appalachian and its programs
- Demonstrated ability to lead and motivate staff
- Employ excellent analytical and organizational skills
- Possess a sophisticated understanding of the applications of technology to the functions of the Office of Admissions
- A willingness to travel extensively.

Review of completed applications will begin on **February 22** and continue until the position is filled. Applicants must electronically submit, as a PDF, a letter of application, a resume, and contact information (name, address, email and telephone number) of five references familiar with the applicant's work to Ms. Regina Presnell (admissionsdirector@appstate.edu) of the College of Fine and Applied Arts, 214 Locust Street, Appalachian State University, Boone, North Carolina 28608. Individuals with disabilities desiring accommodations in the application process should contact Dr. Glenda Treadaway, Search Committee Chair, at treadwaygi@appstate.edu or 828-262-8038.

Appalachian State University is an Affirmative Action/Equal Opportunity Employer. The University has a strong commitment to the principles of diversity and inclusion, and to maintaining working and learning environments that are free from all forms of discrimination. The University welcomes and encourages applications from individuals reflective of underrepresented populations at Appalachian. Proper documentation of identity and employability will be required before the hiring process can be finalized.

Additional information about this position, the University, and the surrounding area is located at www.hrs.appstate.edu. Supplemental information about the Office of Admissions is located at www.admissions.appstate.edu.