



## ANNOUNCEMENT OF POSITION VACANCY

### **Assistant Director of Admissions Southern California Region**

**SUMMARY:** Based in southern California and reporting to CMU's Vice President of Enrollment Management - Admissions, this assistant director is responsible for the recruitment and admission of students to Colorado Mesa University. The primary recruitment territory includes but is not limited to southern California.

**ESSENTIAL DUTIES AND RESPONSIBILITIES** include the following. Other related duties may be assigned.

- Maintain responsibility for assigned recruiting territory, including:
  - recruitment travel
  - maintaining comparative territory tracking records
  - identifying demographic trends
  - building relationships with the schools and counselors within assigned territory
  - facilitating contact through e-mail, web, telephone, visits, direct mail
  - maintaining admissions and scholarship reports to assist in reaching admissions goals
  - participating in long range planning
  - providing input based on regional knowledge to enhance the admissions marketing plan
  - maintaining up to date knowledge on regional trends, federal and state policies related to higher education, and competitive strategies
- Set recruitment goals for assigned territory being innovative and competitive in individual and territorial programming, simultaneously being attentive to the cost effectiveness of recruitment activity. Share successes with the admissions team.
- Plan territory travel and schedule high school and community college visits and activities, as well as the time, resources and energies within the scope of other recruitment initiatives planned throughout the year to affect an overall increase in enrollment in the recruiting territories.
- Represent CMU as an active participant in the Western Association for College Admission Counseling (WACAC), the Regional Admissions Counselors of California (RACC), and other professional networks that will help build awareness of CMU.
- Succeed in a dynamic work environment. Organize, prepare and present recruitment programs to prospective students attending high schools, community colleges and junior colleges by making presentations, distributing information, utilizing current technologies, meeting prospective students and their parents, communicating with students and parents by telephone and/or written correspondence, and arranging campus tours for prospective students and their parents/guests.
- Design, produce and distribute publications used in the recruitment process such as, invitations, testimonials emails and other recruitment materials.
- In specializations and delegated tasks, the assistant director develops manuals, presentations, brochures, emails and other media and collateral to affect not only his/her individual territory, but the collective group of prospective students.
- Assist students with advising and course registration.
- Understand the admission criteria for both CMU and Western Colorado Community College and be able to interpret and apply this information when communicating with prospective students concerning the likelihood of admission. Handle individual complaints, disputes, and grievances from prospective students, parents, high school counselors and others related to the admission process tactfully and carefully while considering university policies, waiver of normal application fees policy, and all elements that contribute to increased enrollment and student retention.
- Utilizing effective interpersonal skills, work independently or on teams. Exhibit honesty, tact and integrity relating to campus policies, student records and office/campus working protocols.

- Counsel, interview, and provide information to prospective students about Colorado Mesa University, including the application process, transcript requirements, ACT/SAT scores, completed applications and related fees, and respond to miscellaneous inquires
- Travel to CMU Grand Junction campus for staff retreats and other campus events as needed.
- Travel extensively and work evenings and weekends as needed.
- Apply computer technology for the efficient functioning of the Admissions Office, including Microsoft Office Suite.
- Serve as liaison to and work closely with other offices on campus to increase collaboration and to determine needs and resources for recruitment activities. These activities particularly relate to programming and recruitment and retention of all students, with particular emphasis on multicultural and other students of diverse backgrounds.
- When needed, make recommendations to the admissions decision committee regarding applicants who fall below the University's index.
- Establish regional recruitment office by organizing all operational responsibilities including inventory management, budget, communications (electronic and mail) and scheduling.
- Work individually with all prospective students who plan on visiting campus. Use recruitment team to ensure all visits are superb.
- Use database (Recruiter) to run reports, maintain communication with students and admissions staff, assist students with the application and enrollment processes, and pull data on assigned recruitment territory.
- Meet with assigned ambassador support team in person or via skype at least once every two weeks to assist with recruiting students
- Supervise student support staff as assigned.

**QUALIFICATIONS:** To perform this job successfully, an individual must be able to perform each essential duty satisfactorily. The requirements listed below are representative of the knowledge, skill and/or ability required. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential duties and responsibilities.

**REQUIRED:**

- Bachelor's degree from an accredited institution; Master's preferred
- Four years' experience in the area of higher education admissions, program planning, and recruiting
- Experience with the application of computer technology to enhance productivity in the workplace
- Ability to write reports, procedure manuals and business correspondence, and to develop PowerPoint presentations
- Public speaking experience, confidence in interpersonal networking and the ability to relate to individuals from a variety of circumstances
- Ability to respond effectively orally and in writing to the most sensitive inquiries or complaints and to make effective and persuasive presentations on controversial or complex topics to students, faculty and community members
- Demonstrated experience consistent with setting and achieving organizational goals
- Excellent customer service skills and problem solving techniques
- Must reside in California; preference given to applicants residing or willing to reside in southern California
- Valid driver's license

Colorado Mesa University is particularly interested in candidates who have experience working with students from diverse backgrounds and who have a demonstrated commitment to improving the levels of access and success for underrepresented students within higher education.

**TYPE OF APPOINTMENT:** Full-time administrative appointment

**SALARY:** Commensurate with education and experience. Excellent health and retirement benefits package.

**APPLICATION DEADLINE:** Open until filled. To ensure consideration, complete applications must be received by February 3, 2017.

**APPLICATION:** Submit a cover letter describing qualifications and experience as they relate to the specific requirements, responsibilities, and preferences of this position, current resume, a copy of transcripts for all degrees completed (official transcripts will be required upon hire), the names, phone numbers and e-mail addresses of three professional references, at least one of whom is a current or previous supervisor, and the following completed forms:

- Applicant Authorization to permit Search Committee members to review candidate transcript
- Applicant Authorization and Release to Conduct Reference and Background Check form
- Voluntary Affirmative Action form

**Email to:** [CMUJobs@coloradomesa.edu](mailto:CMUJobs@coloradomesa.edu). *Please put the search name in the subject line to ensure that your materials are forwarded to the appropriate search file. Electronic application materials must be submitted as a .pdf or Word document (no size limit). Electronic materials submitted in any other format will not be accepted. Please do not copy and paste application materials into the body of your email; send materials as attachments.*

**Or mail to:**

Asst. Dir. of Admissions – Southern California Region  
Human Resources, LHH 237  
Colorado Mesa University  
1100 North Avenue  
Grand Junction, Colorado 81501-3122  
Phone: 970 248-1820

*Colorado Mesa University is committed to providing a safe and productive learning and living community. To achieve that goal, we conduct background investigations for all final applicants being considered for employment. Background investigations include reference checks, a criminal history record check, and when appropriate, a financial and/or motor vehicle history. Applicant must be able to verify U.S. employment eligibility. Colorado Mesa University is an Equal Opportunity Employer, committed to a culturally diverse faculty, staff and student body. Women and minorities are encouraged to apply.*

Pos#181

#1837