



## Job Classification Description

**DEAN OF ADMISSIONS & MARKETING/LSC  
NON-BARGAINING UNIT**

**Grade 18  
EXEMPT**

### **BASIC FUNCTION**

To develop, coordinate and administer student recruitment and admissions programs and personnel at the college; to meet the College enrollment goals and objectives in compliance with the VSC Board of Trustees' policies and procedures.

### **CHARACTERISTIC DUTIES & RESPONSIBILITIES**

- Plan, operate, manage, direct and supervise the programs, policies and personnel related to the administrative functions of student recruitment and admissions.
- Develop and implement strategic goals and objectives that enable and encourage students to enroll and to successfully retain the student enrollment; participate in the Deans' Council; forecast about future enrollments; confer with appropriate staff to provide timely data and information for planning documentation.
- Confer regularly with staff to plan, coordinate and evaluate programs and activities; assign and review work; assist with difficult or unusual tasks, resolve problems.
- Plan and conduct training and staff meetings.
- Develop and manage the admissions operating budget.
- Perform a variety of key research, planning and development tasks related to student enrollment, typically involving analysis of the marketplace for the college, develop and implement marketing strategies, preparation of enrollment projections, operating systems development/implementation, publications planning, and the like.
- Oversee student applications and admittance process. Approve and/or make final decisions on admission recommendations made by other admissions staff.
- Oversee the webmaster and the development and maintenance of the college's web presence.
- Develop and administer admissions records systems; oversee and prepare internal and external reports and data on recruitment, admission and enrollment.
- Confer regularly with senior administrators, department chairs, faculty, and staff to plan, coordinate and evaluate programs/services/policies/systems, investigate and resolve problems, exchange information, and the like. Serve

on various College and VSC committees.

#### Dean of Admissions & Marketing/LSC, continued

- Represent the college on committees, councils, task forces and other groups directed by the College, Office of the Chancellor and/or the Board of Trustees as well as external groups including alumni, community organizations and community and state officials.
- Work with college and system councils to develop college and systemwide policies and procedures to support student recruitment and enrollment.
- Keep abreast of current developments in areas related to enrollment management.
- Keep abreast of relevant developments and trends in higher education admissions strategies, methods, and systems.
- Perform other related duties as assigned by the President.

#### **SUPERVISION RECEIVED**

General supervision is received from the President.

#### **SUPERVISION EXERCISED**

Overall supervision of administrators and staff within the admissions department.

#### **MINIMUM QUALIFICATIONS**

Master's degree in an appropriate discipline, plus four to seven years of relevant administrative and management experience, or a combination of education and experience from which comparable knowledge and skills are acquired.

- Knowledge of higher education administration principles, practices and procedures.
- Strong knowledge of recruitment, admission and enrollment functions in a higher education environment.
- Excellent planning, administrative, supervisory and communication skills.
- Ability to exercise judgment and discretion in applying and interpreting college policies and procedures.
- Good writing, research and analytical skills.
- Ability to represent the college and deal effectively with a wide range of individuals/groups inside and outside the VSC.
- Ability to travel.

**This general outline illustrates the type of work which characterizes the job classification. It is not an all encompassing statement of the specific duties, responsibilities and qualifications of individual positions assigned to the classification.**

