MOHAWK VALLEY COMMUNITY COLLEGE  
Utica and Rome, New York

Job Description

POSITION REPORTS TO DEPARTMENT

Assistant Director of Admissions Director of Admissions Admissions

BROAD FUNCTION:

Serves as the primary assistant to the Director of Admissions and will assist the Director in the development and implementation of an Admissions Recruitment plan that is consistent with the College’s strategic plan and initiatives.

MAJOR RESPONSIBILITIES:

1. Represents the College at recruiting events such as high school visitations, college nights, open houses, information sessions, local businesses, etc.;

2. Develops and implements information programs for guidance counselors;

3. Coordinates appropriate recruitment activities with, but not limited to, the Rome Campus Student Services Office, Outreach Program Coordinators, Center for Community & Economic Development, Adult Services Coordinator as well as the Athletic recruiter;

4. Counsels prospective students on program selection and explains services available at the College;

5. Creates, develops and manages Admissions Office social media presence in coordination with Marketing and Communications Office;

6. Serves as content manager representing Admissions for the College’s website;

7. Develops, coordinates, and maintains a comprehensive and inclusive recruitment schedule for traditional high school students and ensures staff coverage for all events;

8. Chairs the College’s Open House events in coordination with Marketing and Communications;

9. Works with the Director of Admissions to analyze data and develop programs and services to increase high school enrollment yield rates;

10. Runs reports when necessary to assist staff with data necessary for recruitment of prospective students;

DATE PAGE
February 20, 2013 1 of 2
11. Assists in the preparation of admissions brochures, pamphlets and booklets describing educational programs and opportunities available at the College;

12. Assists in the development and implementation of the department budget;

13. May assign and coordinate duties of Professional Staff;

14. Assists in the supervision of clerical staff;

15. Selects, trains, and supervises all Admissions student workers;

16. Assumes all duties as necessary to continue the efficient function of the Admissions Office in the absence of the Director;

17. Other duties as needed and as assigned by the Director of Admissions.

**QUALIFICATIONS:**

Bachelor’s degree; experience in college admissions, recruitment, counseling or related field; possession of valid New York State Drive License at time of appointment and for duration of appointment required. Five (5) years of experience in a community college admissions office preferred. Must have strong written and oral communication skills and be willing to travel throughout New York State. Demonstrated familiarity with the Banner Student Records Management System preferred.

**SALARY:**
Grade 4

**AFFILIATION:**
Professional

**Term:**
12-month