

# STERLING COLLEGE

## Job Description

### Director of Admissions for Sterling College Online

February 2015

**Reports to:** Vice President for Academic Affairs

#### **Description:**

Reporting to the Vice President for Academic Affairs, this person is responsible for all aspects of recruitment and admission of new students. The Director of Admissions will be a representative for the College at functions both on and off campus and will be expected to be proficient in all aspects of Sterling College Online including primarily, but not limited to, online academic programs, admissions requirements and processes, and financial aid.

#### **Qualifications:**

A qualified candidate must have a personal commitment to Jesus Christ and support the Christian character and mission of Sterling College. The candidate must also possess a clear understanding of and ability to articulate the essentials of a Christian liberal arts college.

- The candidate must possess the necessary communication, leadership, and organizational skills to build a successful, results-oriented, energetic team
- Excellent people and communication abilities
- Ability to communicate and work effectively with prospective students
- Strong organizational and management skills
- Demonstrated ability to make effective oral and written communications
- Capacity to grasp and communicate to a broad range of constituencies
- Developed computer skills with proficiency in Microsoft Office (Word, Excel, PowerPoint)
- Valid driver's license required

#### **Responsibilities:**

- Grow the enrollment of Sterling College Online
- Develop and maintain written policies and procedures related to admission
- Maintain adequate records of admissions counselors and prospective students such that strategies can be assessed and regular, written, monthly reports can be provided to the VPAA. These reports should detail counselor activities and information on prospective students such as number of inquiries, applications, admissions for each program, etc.
- Work with Office of Marketing to ensure that an effective marketing strategy is developed and executed
- Manage, hire, train, and support admissions counselors to maximize success
- Set admissions goals for admissions counselors
- Work with the Office of Admissions for campus-based programs to ensure coordination and cooperation
- Directly serve as an admissions counselor until the VPAA determines the growth of the program demands more focused administrative role. In this role, make a minimum of 50 communication contacts (including phone, email, and online) with prospective students each week and personally recruit a minimum of 25 new students each calendar year

- Develop and maintain relationships with community organizations such as businesses, schools, and community colleges that will assist in the numerical growth of Sterling College Online
- Strategize and execute mailings to prospective students from purchases lists and contacts developed
- Attend or direct recruiters to attend Education/Career Fairs/Conferences as needed to recruit students
- Create and execute alternative recruiting efforts and innovative ideas for recruiting
- Conduct or coordinate information sessions and events for prospective students
- Participate in the development of the College website, additional recruitment microsites, and online social networks, as assigned
- Work to implement EMAS recruitment software for Sterling College Online
- Other duties as assigned to support the overall success of Sterling College Online

**Education/Experience:**

- Bachelor's degree required

**Application Process**

Please submit the following items:

1. A cover letter that briefly introduces yourself and describes how your strengths, competencies and experiences align with job description.
2. Resume
3. A completed application for employment
4. A completed staff faith questionnaire
5. A list of three professional references along with their current place of employment, contact information (e-mail and both office and cell phone), and a brief description of your professional relationship with each person.
6. Copies of transcripts

Please email them to:

Gregory Kerr, Vice President for Academic Affairs  
rdodson@sterling.edu