

MAINE MARITIME ACADEMY

A College of Engineering, Management, Science, and Transportation

Assistant Director of Admissions

POSITION OVERVIEW

Reporting to the Director of Admissions and Enrollment Management, the Assistant Director of Admissions (ADA) provides support to the overall recruitment efforts of the Academy. The ADA will be responsible for the recruitment marketing strategy. This individual will also create, coordinate and execute events for prospective students, families, visitors and key referral sources, both on and off-campus. The incumbent will serve in a public-relations/informational role with prospective applicants and their families and cultivate relationships with secondary school personnel. This individual oversees the overall campus visit experience. This position requires high professional and ethical standards in the handling of confidential information, including student FERPA information. This is a union salaried support staff position.

DUTIES

Outreach Efforts

- Discovery Voyage – structure and supervise campus outreach programs to high schools, middle schools, specialized groups and prospective students to bolster proper brand awareness, knowledge of MMA and career opportunities.
- Identify potential sources and implement targeted events to increase diverse student populations.
- Acts as the staff advisor for the Student Ambassador program, responsible for cultivating/growing the Ambassador program and integrating the use of Student Ambassadors in the campus visit experience.
- Oversee Alumni Outreach Program for prospective and admitted students and work with the Alumni Office on building the Alumni Representative Program.
- Meet with prospective and admitted students/families to counsel through the admissions process.
- Conduct information sessions.
- Supervise regional representatives program; assigning fairs and events, distributing materials, educating and training representatives regarding all aspects of MMA; ensuring and reviewing the necessary contracts and reimbursement forms are obtained in a timely fashion and submitted in accordance with finance rules.

Recruitment Events

- Responsible for executing strategic recruitment initiatives and tracking recruitment expenses.
- Coordinating participation in and representation of Maine Maritime Academy at recruitment events; high school fairs, state, regional and national fairs, career days, and virtual fairs.

- In conjunction with the Strategic Enrollment Management Plan, target and tailor specific maritime events at designated maritime areas and high schools.
- Support prospective students programs in tandem with current student summer training programs; the Training Ship State of Maine port visits, Bowdoin Sails, Friendship Summer Research, etc.
- Traveling to visit high schools, attend college fairs, prospective student events and conferences.

Marketing & Communications

- Devise and implement strategy for admissions-specific communication and social media initiatives.
- Work closely with the College Relations Office to ensure proper branding/marketing and coordinate digital marketing strategy.

Other duties as assigned

This job description reflects the general duties of the job but is not a detailed description of all duties which may be inherent to the position. The Academy may assign reasonably related additional duties to individual employees consistent with policy and collective bargaining agreements.

SKILLS

- Ability to convey the school's mission;
- High professional and ethical standards for handling highly confidential materials;
- Exceptional ability to speak and write clearly and persuasively, to include public speaking;
- Excellent interpersonal skills are necessary to provide first class customer service to prospective students, their families and both internal and external stakeholders;
- Strong analytical skills and the ability to think strategically to develop an effective recruitment plan;
- The ability to establish strong and effective personal and professional relationships;
- The position requires strong planning and organizational skills, attention to detail, and the ability to effectively manage multiple projects;
- The successful candidate will demonstrate flexibility and initiative, and the ability to work independently as well as part of a team; and
- Must be adept in social media communication.

QUALIFICATIONS

- Bachelor's Degree required, Master's preferred.
- Must be available and willing to work a varied schedule, including evening/weekend work and several weeks of seasonal travel per year. Must have a valid driver's license (with proof of insurability) and the ability to obtain an Academy credit card.
- Willingness to travel by air required at the time of hiring and throughout the term of employment (ability to obtain a valid passport and T.W.I.C).

- Strong proficiency in using Windows operating systems, MS Office (Word/Excel/Power Point), email and internet usage, experience working with databases and database management, experience working with social networking sites (LinkedIn, Facebook, Twitter, etc.) preferred.
- 3-5 years progressively responsible professional experience in admissions, or higher education administration preferred.
- Familiarity with customer relation management (CRM) systems, specifically Slate, and student information systems (SIS), Power Campus preferred.
- Coast Guard License or maritime experience helpful but not required.
- Demonstrated oversight of budgets and fiscal responsibility.

PHYSICAL/ENVIRONMENTAL REQUIREMENTS

- This job requires the capacity to travel via air, land and sea;
- Extended absences, irregular hours, evening work and weekends as necessary;
- Very occasional exposure to the elements, including rain, sleet, snow, seas when coordinating outdoor events;
- Frequent use of keyboard and computer screen;
- Occasionally exerts up to 10 – 20 pounds of force.
- Requires occasional lifting, stooping, kneeling, crouching.
- Ability to walk the length of the campus several times during a day and to provide tours of the Training Ship State of Maine and/or the Bowdoin, which includes walking on inclines, through narrow passageways and climbing stairs.

Position Factor Evaluation

Job Title: Assistant Director
Admissions

Job Code: 20900

Wage
Grade: 18

Total
Points: 430

| | <u>Factor</u> | <u>Degree</u> | <u>Points</u> |
|---|--|---------------|---------------|
| 1 | Knowledge and Skill | 5 | 180 |
| 2 | Effort | | |
| | I. Mental and Visual Effort | 5 | 40 |
| | II. Physical Effort | 2 | 20 |
| 3 | Responsibility for Cost Control | 3 | 24 |
| 4 | Responsibility for Others | | |
| | I. Injury to Others | 2 | 16 |
| | II. Supervisory Responsibility | 3 | 24 |
| | III. Sensitive Information and Records | 5 | 40 |
| 5 | Working Conditions | 3 | 30 |
| 6 | Responsibility for External and Internal Relations | 7 | 56 |

Date of last reclassification

05/2018