

Maine Maritime Academy



Director of Admissions

POSITION OVERVIEW

The Director of Admissions is responsible for undergraduate recruitment plans and activities. The Director will also provide support and guidance for graduate student recruitment. As a key stakeholder in the Academy's strategic enrollment plan, the Director will develop and maintain analytics to track effectiveness of recruitment strategies, use data to inform decision-making, and maximize the use of technology in all operational aspects of the admissions office. This position also requires collaborating with colleagues across key administrative offices, including but not limited to Development and Public Relations. The Director manages the Admissions budget and will direct the work of the Admissions team. Additionally, the Director advises coaches on recruiting prospective students. This position requires high professional and ethical standards in the handling of confidential information, including student FERPA information, as well as, institutional budget and financial information.

DUTIES

Directs and Coordinates Admissions

- Identifies, recruits, selects and enrolls qualified students.
- Coordinates and communicates admissions policies and procedures for special populations such as transfers, international students and students applying for re-admission.
- Evaluates student transcripts and applications and serves as chair of the admissions committee responsible for final admissions decisions.
- Provides admissions counseling to students, parents and secondary school personnel.
- Awards merit scholarships based on established criteria.
- Manages the various budgets dedicated to Admissions activities.

Contributes to the Development of Admissions & Marketing Strategy

- Coordinates marketing activities and design of all admissions publications with Communications and Marketing staff.
- Collaborates cross-functionally with campus leaders (e.g., Financial Aid, faculty, etc.) to develop strategies that ensure the overall success in meeting enrollment goals.
- Communicates and collaborates with internal and external stakeholders involved in the admissions effort including coaches, Financial Aid staff, high school counselors and community college leaders.
- Represents the Academy at high schools, college fairs, open houses and career days and other presentations and events as needed to promote the Academy.
- Plans and executes at least three (3) Open Houses per year and other special events.
- Monitors trends in the increasingly competitive educational marketplace and proactively provides strategies for meeting goals in spite of these challenges.

- Meets with the Trustees.
- The Director will develop and submit for approval by the VP annual strategic and operating plans. Ensures strategic plan initiatives are met.
- Establish and build relationships locally, regionally, and nationally; maintains regular communication with various constituencies to broaden the admissions base and meet strategic goals.

Monitors and Enhances Student Admissions Experience

- Implements strategic initiatives and ideas to enhance the student admissions experience.
- Uses data and feedback to monitor and assess decisions, strategies and procedures and make necessary adjustments to improve the admissions experience.

Oversees Enrollment

- Ensures prospects and applicants are contacted on a regular basis (e.g., one-on-one phone calls, letters, emails, etc.) to prepare potential enrollees for a positive transition to college.
- Oversees communications among various offices and new students to ensure Admissions can assist students in preparation to start college successfully and have completed the necessary pre-college items.
- Ensures accurate documentation of all student interactions and conversations in SLATE CRM.
- Collaborates with Student Services staff to plan and publicize New Student Orientation.
- Administers the MMA Prep program in collaboration with Maine Community College System leaders.
- Prepares routine and ad hoc reports as needed to inform decisions regarding enrollment management and other Academy initiatives.
- Enhance the admissions software/database; ensures both personal and staff development and training in technological advances in Admissions.

Compliance with Regulatory Agencies and Laws

- Ensures all admissions activities comply with institutional, state, and federal guidelines and NACAC Principles of Good Practice.
- Keeps well-informed as to changes in federal and state law affecting Admissions.

Leadership and Development

- Trains and supervises admissions staff and student workers.
- Manages the day-to-day operations of the admissions office and assigns tasks to staff and student workers to ensure that enrollment objectives are met.
- Conducts regular check-ins with staff, and other resources to review performance versus goal, discuss and resolve issues, and provide the overall support needed to ensure success.
- Provides information and guidance to the Loeb Sullivan School of Business regarding graduate admissions.
- Provides and sets standards for excellent student and customer service.

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 embrace the school's mission;
- High professional and ethical standards for handling highly confidential materials;
- Excellent oral and written communications skills are required, with strong public speaking skills. Excellent interpersonal skills are necessary. Strong writing skills are a plus;
- Strong analytical skills;
- The ability to develop an effective strategic 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 ability to effectively manage multiple projects;
- The successful candidate will demonstrate flexibility and initiative, and the ability to work independently as well as leader of a team.

REQUIREMENTS

- Master's degree with five years of experience in student recruitment in higher or secondary education or a combination of education and relevant experience sufficient to successfully perform the duties of the position.
- A minimum of five years of supervisory experience and a successful record of supporting and motivating staff as well as recruiting, motivating, and managing volunteers preferred.
- The ability to work effectively with various technologies including but not limited to Microsoft Office Suite required and Raiser's Edge experience preferred.
- knowledge of innovative recruitment strategies
- experience working with CRM Admissions software

PHYSICAL/ENVIRONMENTAL FACTORS

- Contacts include Board of Trustees, Parents, Students and various external and internal constituencies;
- This job requires the capacity to travel, work evenings and several weekends as necessary;
- The individual should be able to traverse the campus grounds which include hills, paths and access MMA's ships and boats. Ascending or descending ladders, stairs, ramps, and the like, using feet and legs and/or hands and arms to maintain balance walk through narrow passages;
- Very occasional exposure to extremes in weather, including rain, sleet, snow, rough seas;
- Frequent use of keyboard and computer screen;
- Occasionally lift and move up to 50 pounds.

MAINE MARITIME ACADEMY

JOB TITLE: Director of Admissions JOB CODE: 504o0

WAGE GRADE: 25 TOTAL POINTS: 544

	<u>FACTOR</u>	<u>DEGREE</u>	<u>POINTS</u>
1	Knowledge and Skill	7	252
2	Effort		
	I. Mental and Visual Effort	5	40
	II. Physical Effort	2	20
3	Responsibility for Cost Control	7	56
4	Responsibility for Others		
	I. Injury to Others	1	8
	II. Supervisory Responsibility	4	32
	III. Sensitive Information and Records	5	40
5	Working Conditions	4	40
6	Responsibility for External and Internal Relations	7	56