

Milligan University

Job Title: Director of Admission
Department: Marketing & Enrollment Management
Reports to: Vice President for Marketing & Enrollment Management
Status: Full-time employment, exempt, 12 months

SUMMARY:

The Director provides strategic and operational direction and leadership for a results-oriented undergraduate admission program and staff, including marketing and communication strategies, that achieve both the annual and long-range strategic enrollment management goals.

RESPONSIBILITIES:

- **Recruitment Strategy:** Lead the development, design, and implementation of a comprehensive strategic enrollment and recruitment plan to build a prospective student pool which produces a high yield of applicants and matriculating students and ensures attainment of recruitment goals. Utilize research and information technologies in conducting market analysis and forecasting, as well as developing new markets. Ensure the strategic use of institutional and other aid as a strategic tool in meeting enrollment growth and net tuition revenue goals.
- **Management:** Build, maintain, and motivate a knowledgeable, effective results-oriented recruitment team that projects an attitude and atmosphere of hospitality, integrity, and customer service. Develop and foster relationships with a diverse campus community; create and nurture external community relationships. Prepare and manage a department budget which reflects recruitment priorities.
- **Marketing Strategies:** Develop and execute effective marketing communication plan (including student search, print and electronic publications, web, and social media) for prospective students and their families in collaboration with the institution's PR & Marketing Office.
- **Database Management:** Leverage the customer relationship management (CRM) strategies. Oversee data integrity and create strategies to maximize contact with prospective students. Analyze statistical information to assist in assessing recruitment strategies.
- **Reporting Responsibilities:** Develop and maintain analytics to track effectiveness of recruiting initiatives and strategies that make data-informed decisions. Report timely and accurately to the VP for Enrollment on departmental progress and accomplishments.
- **Other Administrative Duties:** Give direction and oversight to various administrative tasks. Serve as Designated School Official (DSO) for managing student immigration. Serve on campus committees as appropriate and beneficial to recruitment work. Provide consultation and advice to the VP and campus leadership regarding enrollment leadership, direction, policy, and management oversight to the entire admission efforts of the university. Represent the institution at national and regional professional meetings. Other duties as assigned.

QUALIFICATIONS:

- A record of successful outcomes in the development and achievement of enrollment goals and a minimum of five years of progressively responsible experience in the administration of an admission office, preferably at a Christian liberal arts institution.
- Demonstrated effectiveness in executing a complex and comprehensive recruitment plan.
- Working knowledge of all aspects of enrollment management and the admissions process, current trends, laws, policy, practices, and marketing in higher education.
- Understanding of the values, traditions, and needs of various ethnic and socio-economic audiences and a commitment to advancing diversity.
- An inclusive and collaborative leadership style that is forward-looking with great entrepreneurial, strategic, and analytic skills.
- Experience in hiring, supervising, management decision-making, and team development.
- Ability to interact effectively and represent the institution professionally with a variety of on- and off-campus constituents.
- Ability to understand complex student information and customer relationship management (CRM) systems and to use those systems effectively in a management capacity. Ability to analyze and interpret statistics and data.
- Sensitivity to confidential or sensitive information and issues related to enrollment.
- Strong organization and prioritization with ability to work under tight deadlines while providing excellent customer service.
- Excellent public relations, presentation, oral/written communication and interpersonal skills, with the ability to serve as an articulate spokesperson for the mission and values of Milligan.
- Demonstrated participation in national and/or state admission/enrollment organizations.
- Able and willing to travel occasionally and some evening and weekend commitments.
- A master's degree is strongly preferred.
- Commitment to the Christian mission and values of the institution.

To apply, send the following to Dr. Lee Harrison, VP Marketing & Enrollment, LHarrison@milligan.edu.

No phone calls.

- Letter of interest and qualifications for the position
- Resume
- Names, addresses, emails, and phone numbers of (3) professional references

The position will remain open until filled. All inquiries and materials will be treated as confidential. Finalists will be required to submit official transcripts and are subject to credit and criminal background checks.

MILLIGAN UNIVERSITY is a Christian liberal arts institution in Northeast Tennessee committed to excellence in scholarship, community, and faith. Milligan is consistently named one of the best universities and best values in the South by U.S. News & World Report, one of the Top 100 baccalaureate colleges in the nation by Washington Monthly, and also was named a "Great College to Work For" by the Chronicle of Higher Education. Milligan offers more than 100 majors, minors, pre-professional programs and concentrations in a variety of fields, along with graduate and adult studies programs.