

Incumbent:	Official Title: Associate Director	Functional Title: Associate Director of Multicultural Outreach and Recruitment
Supervisor: Director of Admissions	Department: Admissions	Union: APA
FLSA Status: Exempt	Contract: Full time/12 month	Date: 2018

GENERAL STATEMENT OF DUTIES:

Admissions professional responsible for the recruitment, evaluation, and enrollment of students from underrepresented populations to the university’s undergraduate programs. Accountable for meeting enrollment goals and working with the Admissions leadership team to develop and implement a strategic plan for diversity recruitment, selection, and yield, and leads his/her admission colleagues in implementing all aspects of this plan.

DUTIES & RESPONSIBILITIES:

1. Develops, coordinates, implements, and participates in recruitment efforts and admissions-related initiatives that serve to advance the undergraduate enrollment goals, with a specific focus on Diversity Recruitment and Outreach.
2. Cultivates and maintains relationships with counselors from high schools and community-based and faith –based organizations with high numbers of students from underrepresented populations.
3. Develops and oversees visit programs for high-achieving students from low-income and first-generation backgrounds, including being the contact/liaison for the Expanding Horizons Office.
4. Works with the Marketing and Integrated Communications teams to develop print materials and a social media presence for Diversity Recruitment events and outreach activities.
5. Represents the Admissions Office on university committees focused on diversity and inclusion as requested by the director.
6. Participates in all aspects of the general admissions process, including:
 - Meeting freshman and transfer enrollment goals in assigned territory.
 - Traveling to high schools, colleges, and regional recruiting events as a representative of the university
 - Interviewing prospective students.
 - Conducting information sessions for prospective students and families.
 - Reviewing application files for assigned territory; making admissions decisions both independently and as part of an Admissions Committee.
 - Assisting in the planning, organization, and implementation of on and off campus recruiting events, including Open Houses.
 - Providing outstanding customer service to prospective students and their families
 - Contributing to the strategic and annual planning for Admissions and the university as needed.
7. Coordinates and supervises targeted recruitment activities and other special projects as needed.

8. Maintains and utilizes appropriate computer software programs related to admission recruitment duties.
9. Performs other duties as assigned by the supervisor.

QUALIFICATIONS:

1. Bachelor's degree required.
2. Two to five years of professional admissions or school counseling experience required.
3. Fluency in Spanish is highly desirable and preferred.
4. Demonstrated enthusiasm for interacting with students and families from underrepresented populations.
5. Experience working with or within urban school districts preferred.
6. Proven ability to meet performance goals.
7. High energy, enthusiasm, and creativity.
8. Willingness to travel extensively, and work evenings and some weekends for recruitment purposes; valid driver's license required.
9. Possess excellent oral and written communication skills, interpersonal skills, and organizational skills.
10. Detail oriented.
11. Possess a desire to work in a data driven environment and strong technical skills with the capability to learn new databases and communication software.
12. Ability to work independently and as a member of a team.
13. Ability to perform above duties with or without reasonable accommodation.
14. Satisfactorily pass a check conducted by the Criminal History Systems Board (CORI) as well as a completed background check satisfactory to the university.

Employee's Signature: _____

Date: _____

Supervisor's Signature: _____

Date: _____