

DIRECTOR OF ADMISSIONS

ABOUT ST. AUGUSTINE COLLEGE

St. Augustine College is an independent Latino institution of higher education, dedicated to providing innovative education and workforce development training through a unique, supportive learning environment, making higher education and its benefits accessible to a diverse student population, leading to social and economic mobility. St. Augustine College takes pride in being a mission-driven, student-centered higher education institution which values bilingualism, student success, diversity, inclusion, innovation, intellectual growth, professional development, teamwork, and accountability

St. Augustine College is accredited by the Higher Learning Commission of the North Central Association of Colleges and Schools (NCA) and is a founding member of the Hispanic Association of Colleges and Universities (HACU). The college has four sites in the Chicago area communities of Little Village, Humboldt Park, Southeast Chicago, and Uptown. A fifth site is in Aurora, Illinois. The workforce development arm of the institution began programming in Waukegan, Illinois in 2017.

St. Augustine College changes lives. St. Augustine College ranks No. 1 out of 103 Colleges in Illinois - and No. 61 among the country's 2,137 Colleges - in raising their students' incomes by two levels, according to the study "Highest Upward Mobility Rate Colleges," published by the New York Times. This is a very significant indicator of the impact the College makes in changing the lives of its students.

MISSION

St. Augustine College is an independent, bilingual (dual-language) institution of higher education created under the auspices of the Episcopal Diocese to make the American system of higher education accessible to a diverse student population with emphasis on those of Hispanic/Latino descent; to strengthen ethnic identity; to reinforce cultural interaction; and to build a bridge to fill cultural, educational, and socio-economic gaps.

OPPORTUNITY

St. Augustine College has an immediate opening for an experienced professional to serve as the Director of Admissions. This is a full-time position that reports directly to the Chief Enrollment Officer.

The Director of Admissions manages and directs the college's enrollment management plan, creating and implementing strategies to successfully attract, enroll, and retain a diverse student

body. The Director of Admissions also manages the day-to-day operations of the Admissions Office across all sites and is accountable for meeting established goals for the college's enrollment growth, including working leads, marketing, recruitment and retention.

Additionally, time will be invested in data analysis for proper strategic sales planning to meet admissions goals. The candidate must possess strong leadership, management, and sales skills.

Responsible for the overall success of the Admissions Department, the Director of Admissions will ensure that goals are met, and that admissions policies and procedures are followed.

The successful candidate will have

- experience in the entire process of admitting students: enrollment, admissions, academic advising, financial aid, and marketing, preferably in a private, non-for-profit college/university;
- a Bachelor's degree in Business Administration, Communications, Public Relations, Strategic Management, Marketing, or a related field;
- Excellent verbal and written communication skills in English & Spanish;
- be self-motivated;
- have excellent interpersonal skills;
- be customer service-oriented;
- can work a flexible schedule, including occasional evenings and weekends;
- possess public speaking skills; and
- have a working knowledge of social media and effective enrollment marketing practices.

DUTIES AND RESPONSIBILITIES:

- Supervises staff in executing outreach plans and recruitment strategies to effectively market the college's degree programs as well as increasing the interest of prospective students to attract and enroll new students. Supervise the satellite personnel.
- Directs admissions and enrollment functions, ensuring prospective students are provided the assistance and information needed for a seamless transition from application through orientation, enrollment and registration process.
- Develops and maintains on-going relationships with schools, businesses, community organizations and other partners in support of outreach initiatives and recruitment.

- Assigns recruitment areas and/or target market segments, and reviews schedules of planned outreach activities including school visits, college fairs, and presentations.
- Participates in visiting high schools, and other venues allowed by the regulatory bodies for the purpose of recruiting qualified students.
- Executes strategies to drive engagement through social media sites (e.g., Twitter, Instagram, Snapchat, YouTube, LinkedIn, and other social media) with an emphasis on increasing traffic to improve branding and student recruitment efforts.
- Collaborates with key stakeholders in developing and proactively adjusting recruitment and marketing plans and strategies based on data analysis, review of application and enrollment trends, and other metrics to effectively increase outreach to students and reach enrollment goals.
- Establishes performance guidelines and goals for staff. Conducts daily meetings with staff to review work activities of the previous day and goals for the current day. Sets work priorities and focus direction.
- Leads individual and group training on best practices in recruitment and admissions and supports professional development opportunities for staff.
- Observes during admissions calls, to consistently achieve high levels of performance, production and adherence to standards, practices, techniques and policies, and the HLC governing body.
- Participates in the interviewing, selection, and hiring of staff. Initiates, approves, and implements staff disciplinary actions and makes recommendations for termination.
- Develops and implements new student orientation procedures and informational materials. Directs the scheduling and presentation of new student orientation sessions.
- Plans and coordinates open house events, information sessions, group tours and other large-scale prospective student events and recruitment programs.
- Develop and drive lead campaigns to actively enroll students as needed to meet department metrics.
- Communicate enrollment goals and the needs of the admissions department to the Chief Enrollment Officer.
- Develop and maintain an understanding of the sales market and all competitive forces.
- Assist the Chief Enrollment Officer with the development and implementation of a marketing plan designed to meet the objectives of the College.
- Assist the Chief Enrollment Officer with the development of a daily, weekly and monthly plan, for admissions counselors, in keeping with the objectives and the growth of the College.

- Collaborate with Marketing in the development of all catalogues, brochures, mail pieces, forms, and promotional materials used in the daily operation. Assist in the development of all print and broadcast promotional advertising.
- Responsible for the production and control of leads generated through the effective utilization of the department's budgeted advertising, promotional, and main sources in order to achieve the College objectives.
- Responsible for the compilation of statistical data for the overall advertising/lead generation system. Application of quantitative and qualitative analysis of such toward the further refinement of campaigns/strategies employed.
- Responsible for maintaining performance statistics of each admissions team member as an evaluation tool used to identify individual training and development.
- Keep abreast of all market opportunities including demographics, competitive analysis, new program offerings, new target market populations, and all other areas.
- Report admissions activity daily to the Chief Enrollment Officer.
- Participate in the Management Admissions meetings and Training Sessions. Must be able to travel to these meetings.
- Assist the Chief Enrollment Officer with the student graduation ceremony, as necessary.
- Other duties assigned by the Chief Enrollment Officer.

JOB QUALIFICATIONS AND SKILLS

- Bachelor degree required; master degree preferred.
- 5 years minimum combined work experience in business, education or sales management that includes a minimum of 3 years in strategic management positions.
- Highly proficient computer skills.
- Budget Management experience
- Demonstrated effective data analytical skills and goal setting
- Proven results in achieving company objectives and goals
- Must have sales management experience, preferably in a college setting
- Bilingual (English and Spanish) is required.

PROCEDURE FOR CANDIDACY

INQUIRIES, NOMINATIONS AND APPLICATIONS

Open Date: January 25, 2019

The position will remain open until filled, but only applications received by February 15, 2019, can be assured full consideration. Inquiries, nominations, and applications are invited. Review of candidate materials will begin immediately and will continue until the position is filled.

Please provide the following information:

- 1. Resume or Curriculum Vitae**
- 2. A letter of application that addresses the responsibilities and requirements described in this leadership profile**
- 3. Names and contact information for five references. References will not be contacted without approval of candidates.**

Requested materials should be sent to Marleni Fregoso at MCuriel@staugustine.edu. If you have questions, please contact Marleni at 773-878-8756.