

Job Description

Assistant Director of Admissions

About Adler Graduate School

Located in the Twin Cities metro area, Adler Graduate School offers master's degree, certificate, and license-only programs in counseling and psychotherapy. It is a well-respected graduate institution educating and training mental health practitioners. At its core remains the Adlerian philosophy of encouragement, open-mindedness, and mutual support to advance the public interest. Visit www.alfredadler.edu for more information.

Vision Statement

"The Adler Graduate School will be a leader in empowering and developing mental health professionals to transform society through social interest in action."

Mission Statement

"Preparing mental health professionals with a strong Adlerian foundation to foster encouragement, collaboration, and a sense of belonging to the individuals, families, and the culturally diverse communities they serve."

JOB TITLE: Assistant Director of Admissions

GENERAL STATEMENT OF DUTIES: This position serves as a member of the Admissions Team and, with the Director of Admissions, is responsible for managing the recruitment process from inquiry to matriculation for prospective students to achieve or exceed enrollment goals.

SUPERVISION RECEIVED: Reports to the Director of Admissions

SUPERVISION EXERCISED: Potential student workers, student ambassador volunteers

ESSENTIAL FUNCTIONS:

1. Recruit Students
 - a. Works collaboratively with the Admissions and Marketing Team to recruit prospective students and achieve the enrollment goals of the graduate school.
 - b. Serves as main point of contact for prospective students and responds to prospects in a professional and timely manner. Provides follow-up to prospects via phone, email, text, letters, and scheduled appointments.
 - c. Conducts one-on-one admissions information meetings in-person, via phone, and via Skype. Assists in the planning and execution of on-campus recruitment events and tours for individuals and groups.

- d. Advises students regarding graduate school selection, Adler Graduate School programs and policies, admissions requirements, transfer guidelines, financial aid and scholarship information, and professional license related matters. Requires thorough knowledge of program information and the ability to build relationships with a variety of diverse people.
 - e. Assists in the creation of targeted marketing strategies, communication plans, and events designed to reach prospective students within an assigned territory. Provides recommendations to Director of Admissions for modifications to overall recruitment plan.
 - f. Travels locally, regionally, and nationally to promote interest in Adler Graduate School programs through university visits, graduate school fairs, formal presentations, conference displays, educational seminars, receptions, and individual meetings with partnering organizations.
 - g. Initiates, plans, and executes special projects in conjunction with the goals and objectives of the office.
 - h. Develops and manages the Adler Graduate School Ambassador program for recruitment of new students.
 - i. Reviews admissions applications and occasionally makes recommendations to program directors regarding admission.
2. Supervises student employees and volunteers
 - a. Provides oversight for the AGS Ambassadors (volunteers) for recruitment of students.
 - b. Supervises potential student workers responsible for admissions support (checking emails, assisting with recruitment functions and events).
 - c. Interviews and hires student employees. Oversees selection of Ambassador volunteers. Plans and executes training of the student worker and Ambassadors.
 3. Actively serves on AGS project and process teams/committees and contributes positively to the Adler Graduate School community.
 4. Other duties as assigned

REQUIRED QUALIFICATIONS AND ABILITIES

To perform this job successfully, an individual must be able to perform each essential function satisfactorily. The requirements listed below are representative of the knowledge, skills, and abilities necessary for this position. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

- Bachelor's degree and at least three years of experience in college admissions or related field.
- Knowledge of the principles and practices of program administration.
- Knowledge of business arithmetic, Microsoft Office Suite products, standard office practices and procedures, and correct business grammar, including spelling, grammar, and punctuation for both written and oral communications.
- Skill in delivering enthusiastic presentations to various sized groups while explaining processes and applicable regulations.

- Knowledge of techniques for dealing with the public, in person and over the telephone.
- Knowledge of project management and marketing techniques.
- Ability to problem solve and find creative solutions.
- Ability to work without close supervision in standard and non-standard work conditions.
- Ability to use initiative and independent judgment within general policy guidelines.
- Ability to contribute effectively to the accomplishment of team or work unit goals, objectives and activities.
- Ability to assist in the development and implementation of goals to support the mission of the institution.
- Ability to prioritize and perform multiple projects, both ongoing and new.
- Skill in establishing and maintaining effective working relationships with those contacted in the course of the work.
- Ability to deal successfully with a variety of individuals from various socioeconomic, ethnic, and cultural backgrounds.
- Willingness to travel domestically and work non-traditional hours.
- High energy and strong work ethic are essential; creative initiative is desired.
- Commitment to current best practices and unyielding ethical practices.
- Valid driver's license and ability to drive to recruitment events in one's own vehicle.

PREFERRED QUALIFICATIONS AND ABILITIES

- Experience in managing a recruitment territory as part of college admissions team.
- Master's degree preferred.
- Knowledge and experience with the planning, development, and implementation of a recruitment program.
- Extensive knowledge of technological applications for the admissions process.
- Familiarity with the use of social media in marketing and recruiting higher education programs to prospective students.
- Knowledge of the counseling or psychology field and basic Adlerian principles.

PHYSICAL/MENTAL DEMANDS

The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

Physical demands include the ability to sit for an hour at a time; stand for 8 to 10 hours during recruitment events; hearing and speech to communicate clearly in person or over the telephone; ability to speak loudly and clearly to a large room of people without a microphone, ability to walk, reach, bend, stoop, lift, push, transport, and move up to 25 pounds; and the ability to drive to recruitment events.

Manual dexterity and visual acuity requirements include the ability to operate normal office equipment, such as a computer, telephone, and copier. Specific vision abilities include close, distance, color, and peripheral vision; depth perception; and the ability to adjust focus.

ENVIRONMENT/WORKING CONDITIONS

The work environment characteristics described here are representative of those an employee encounters while performing the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

Work is performed in an indoor educational environment and involves frequent contact with students, staff, faculty, alumni, and the public. There is a moderate level of noise with the potential for high levels of noise at public recruitment events. This position may require extensive domestic travel, including overnight travel. Work may be stressful at times.

This description is intended to provide only basic guidelines for meeting job requirements. Responsibilities, knowledge, skills, abilities, and working conditions may change as needs evolve.

Adler Graduate School (AGS) does not discriminate on the basis of race, creed, color, national origin, religion, sex, age, disability, sexual orientation, veteran status, marital status, familial status, public assistance, or local human rights commission activity in employment of faculty or staff, admission or treatment of students, or operation of educational programs and activities. AGS is committed to providing equal education and employment opportunities in accordance with all applicable Federal and State laws, including Title IX of the Education Amendments of 1972.

Interested applicants should send a resume, cover letter, and three professional references to Allison Zapata, Human Resources Assistant, at Allison.zapata@alfredadler.edu.