

Assistant Director/Admission Counselor - Communications and Marketing - 501791

SUMMARY:

The Assistant Director/Admission Counselor produces electronic and print communication with an emphasis in writing, content creation, and content management. As an integral member of the Office of Admission, the Assistant Director of Admission/Admission Counselor is also responsible for contributing to the overall recruitment, selection and enrollment of an academically superior and diverse new cohort of students each year. The Assistant Director/Admission Counselor manages a geographical region of prospective students and families, plans, implements and evaluates major admission activities and programs, and represents the University to a wide and diverse audience to influence college choice decisions.

RESPONSIBILITIES:

Major Project Responsibilities

(Major project area which extends throughout the admission cycle)

Contribute to management and execution of email communication flows year-round to prospective high school students, applicants, admitted students, school counselors, and parents and families, with emphasis on content creation, content management, and involvement in planning, strategy, and scheduling.

Write and create content for emails, admission blog posts, print publications, and other print materials to send to various admission constituencies.

Directly liaise with program and events managers to coordinate the vision and strategy of on-and-off-campus admission events, assess and plan event communication needs, and execute timely delivery of event communication flows.

Create content and manage new and existing content on admission website and external college search websites.

Develop a high level of competency and comfort working in content management systems and CRM, including writing or editing variable content and conditional logic using basic operators.

Contribute to social media and video strategy and content creation.

Prospect Management Responsibilities

(Within an assigned region, the Assistant Director/Admission Counselor performs these duties with autonomy and independence and models best practices for admission officers.)

Research the regional geo-market using various data to determine the recruitment goals for the region. Perform statistical analysis to project growth, decline, and yield in market as it relates to student mobility, academic quality and diversity.

Establish short and long-range prospect management goals and action plans for the region. Develop and implement strategies and tactics to identify and expand the potential numbers and types of top prospects in the region.

Determine which recruitment activities are most effective for which market sector and develop a recruiting plan with justifications for recruitment activities selected; manage the regional travel budget for expenditures associated with recruitment activities.

Plan and implement admission activities related to the recruitment and yielding of prospective students, including planning all travel logistical arrangements and coordinating school visits, regional receptions, alumni interview training, counselor workshops, and off-campus interviews. Evaluate and assess the effectiveness of admission activities for geographic region.

Interview and counsel students individually and in small groups to determine the students' educational interests and needs and align those interests and needs with the features and strengths of the University.

Create queries, reports, and documents in relational databases to facilitate recruitment activities and assess the effectiveness of recruitment activities. Annually review, revise, and develop year-end reports for regional prospect management, recruitment activities, and project responsibilities.

General Recruitment and Admission Responsibilities

Significantly contribute to planning sessions by infusing perspectives, experiences, and opinions that will direct strategic decisions. As a result of planning sessions, direct the creation, implementation, and evaluation of new recruitment and admission initiatives which support on-campus programs.

Cultivate and sustain a "directive counseling" relationship with secondary school college counselors, independent counselors, and other professional organizations with the goal of encouraging top prospects to consider Richmond as a first choice. Sustain long-term productive contact with constituencies via email, correspondence, and telephone.

Review in a holistic manner the academic and personal qualification of candidates and prepare the application for presentation to the Admission Committee or Richmond Scholars Committee. Serve as an Admission Committee member which determines decisions of admit, waitlist, deny, and scholarship consideration; decisions are made independently or in cooperation with other colleagues in Admission Committee. Utilize a relational database to monitor admission data and decisions and to track and communicate applicant information to prospective students and families.

Serve as External Affairs Officer representing the University to a wide and diverse audience at college fairs, high schools, information sessions, and regional receptions. Create informational and persuasive presentations of up to 45 minutes in length that address the educational needs of various groups (2-3 families to audiences of 500). Initiate and develop new presentation concepts and ideas as appropriate for evolving audiences.

QUALIFICATIONS:

- Strong creative and professional writing skills with keen editing and attention to detail.
- Understanding of and appreciation for selective college admission process, as well as the strengths of an undergraduate liberal arts experience.
- Highly self-motivated and independent critical thinker and worker.
- Advanced problem-solving capabilities, creativity, and strong work ethic.
- Ability to prioritize and manage multiple tasks concurrently coupled with excellent organizational skills and highest standards for accuracy.

- Critical thinker and worker with advanced problem-solving capabilities, creativity, and strong work ethic.
- Ability to handle highly confidential information.
- Persuasive oral communication skills, including excellent public speaking skills.
- Strong written and interpersonal communication skills.
- Familiarity with Microsoft Office products.
- Must have a valid Driver's License and be able to produce a driving record with a minimum of 3 years of driving history in good standing.
- Must be able to lift boxes of up to 30 pounds.
- Must be willing and able to travel up to six weeks each semester.
- Must have a valid Driver's License and be able to produce a driving record with a minimum of 3 years of driving history in good standing

The University of Richmond is committed to developing a diverse workforce and student body, and to modeling an inclusive campus community which values the expression of difference in ways that promote excellence in teaching, learning, personal development, and institutional success. Our academic community strongly encourages applications that are in keeping with this commitment.

EDUCATION & EXPERIENCE:

- A bachelor's degree required; master's degree preferred.
- One to two years of experience in college admission, student recruitment, or a related field and/or experience in creative writing for marketing and communication outreach.

WORK HOURS:

- Full-time, exempt position
- Monday – Friday, 8:30 a.m. - 5:00 p.m.; 7.75 hrs./day; 38.75 hrs./week
- Evening and weekend hours are required.

SALARY STRUCTURE:

Pay Grade 5 (Hiring Range \$37,944.00 to \$50,275.00 annually)

ABOUT UR:

At the University of Richmond, we're creative, inclusive, and determined. We're Spiders, and our mission is to create positive change in the UR community and beyond. Located minutes from downtown Richmond, Virginia, the University of Richmond (www.richmond.edu) blends the intimacy of a small college with exceptional academic, research, and cultural opportunities usually found only at large institutions. There's only one place like Richmond.

UR is committed to developing a diverse faculty, staff and student body, and to modeling an inclusive campus community which values the expression of differences in ways that promote excellence in teaching, learning, personal development and institutional success. In keeping with this commitment, our academic community welcomes candidates from diverse backgrounds and candidates who support diversity. EOE