

Admissions Officer

Division	Instruction & Student Services	Department	Student/Enrollment Services, Admissions
Classification	Program Administrator	Revised	4/20/04
Supervisor	Dean of Student Services	Position #	Job Class

Statement of Primary Purpose

To build and cultivate strong relationships with public school personnel and community groups; to implement recruiting/outreach activities that promote awareness of SCC and its degree, certificate and diploma programs; to provide regular and sustained communication and contact with all prospective students; to give assistance to prospective students in making educational decisions; to facilitate the application and admission process of prospective curriculum students and to work closely with SCC faculty and staff in recruiting students.

Classification

Program Administrator

Essential Functions and Responsibilities

- Implement a comprehensive student recruitment program which includes presentations to and activities for high school groups in the seven county area of Western NC and presentations to community groups in the local service area;
- Represent SCC at Educational Opportunity Programs sponsored by CACRAO and coordinate and serve as the host for the annual fall Educational Opportunity Program at Southwestern;
- Serve as a college representative to community organizations and civic groups;
- Work cooperatively with Deans, faculty, academic advisors and program directors to include them in various recruiting activities and to be up-to-date and current on all degree, certificate and diploma programs of study;
- Plan and organize special on-campus events such as Open House and Career Day;
- Work closely with the coordinators of the concurrent enrollment programs and work closely with the programs of GEAR-UP and New Century Scholars;
- Maintain a close working relationship with high school counselors and vocational directors in the SCC service area and in Western NC;
- Work cooperatively with the Public Information Officer to develop and produce quality recruiting materials for distribution to prospective students;
- Performs duties as outlined in the Retention Initiative and assist in the development of a college Recruiting Plan; and
- Prepare and distribute regular reports on recruiting activities to include a complete analysis of prospective student contacts, applicants and admitted students.

Additional Duties and Responsibilities

- Oversee the Student Ambassador Program;
- Serve as the Admissions contact person at designated times; and
- Assist with registering students during peak service periods such as registration and drop/add.

Admissions Officer

Minimum Qualifications	
Education	Bachelors degree required; MA preferred in Student Development or related area
Knowledge and Skills	Excellent oral communications skills and the ability to do effective presentations to groups; good written communications and word processing skills; ability to compile data in spreadsheet/data base format
Physical Demands	Occasional lifting of recruiting materials (boxes of catalogs, college display,etc)
Licensing Requirement	Valid driver's license
Working Conditions and Environment (i.e., necessary travel, unusual work hours, unusual environmental conditions, etc.)	
Will use personal vehicle for extensive local travel and occasional travel out of the service area; extended working hours during peak recruiting periods and registration/drop/add	
Equipment Operation	
PC and other standard office equipment	
This position description covers the most essential functions and duties associated with this position. Other duties may be assigned by the President or appropriate supervisory personnel. The College reserves the right to alter duties, responsibilities, conditions, working hours, and job title as necessary.	