

**NIAGARA UNIVERSITY**  
**JOB DESCRIPTION**

<b>NAME:</b>	<b>OPEN</b>
<b>DATE:</b>	<b>JANUARY 2022</b>
<b>JOB TITLE:</b>	<b>ASSOCIATE DIRECTOR OF ADMISSIONS FOR DIVERSITY AND ACCESS</b>
<b>FLSA STATUS:</b>	<b>EXEMPT</b>
<b>JOB-STATUS:</b>	<b>REGULAR FULL TIME</b>
<b>JOB CLASS:</b>	<b>PROFESSIONAL</b>
<b>WORK LOCATION:</b>	<b>GACIOCH FAMILY CENTER</b>
<b>TITLE OF IMMEDIATE SUPERVISOR:</b>	<b>DIRECTOR OF FIRST-YEAR ENROLLMENT</b>
<b>DEPARTMENT:</b>	<b>ADMISSIONS</b>
<b>SECTOR:</b>	<b>ENROLLMENT MANAGEMENT</b>

**JOB SUMMARY:**

Under general supervision, the Associate Director of Admissions for Diversity and Access serves as a representative of Niagara University in assigned territories to prospective students, school counselors, and other relevant parties in support of new undergraduate enrollment initiatives with a focus on multicultural recruitment and inclusive excellence. The individual will also participate in application review, which includes assessment of applicants for admission, scholarships, honors, and other programs. Admissions officers perform duties related to the recruitment, admission, and enrollment of undergraduates in accordance with university and departmental policies.

**ESSENTIAL DUTIES:**

- Meet with prospective students and their parents to leverage and explain the advantages of a Catholic, Vincentian education at Niagara University;
- Evaluates and process admissions applications in accordance with university policies, goals, and rules on admissibility of undergraduate students;
- Advises applicants regarding admissions requirements, eligibility for admission, program options, residency requirements, and other matters related to their admission to the university;
- Develops and manages pipeline programs and activities to generate interest and secure enrollment from multicultural students.
- Leads initiatives that focus on the recruitment of historically underserved student groups. Collaborates closely with appropriate university partners and, when appropriate, with external agencies to enhance pathways for historically underserved groups.
- Liaises with school district leadership, community-based organizations, prep schools, and other organizations to promote and collaborate on multicultural recruitment engagements.
- Develops a strategy and programming that engages with community-based

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organizations and supports the preparation of gifted pre-college student populations historically underserved in higher education, especially first-generation, underrepresented, and students of color.

- Serves as a resource to students, parents, the university community, high schools, and other feeder institutions regarding admission to the university. Interprets admissions policies and procedures and responds to general questions about the university's campus life, academic programs, and requirements;
- Keeps informed regarding academic program requirements, enrollment restrictions, compliance, and other issues related to recruiting and admitting students;
- Assists in developing informational and/or promotional materials;
- Conducts informational meetings and programs to explain admissions requirements, policies, and procedures;
- Actively participates in recruiting students through promotional activities such as personal contact with counselors, individual chat, group presentations, scheduled visits to high school and college fairs, panel discussions, presentations, and newsletters.
- Attends diversity, equity, and inclusion workshops and training on an ongoing basis.
- Must satisfy pre-determined performance objectives, and effectively communicate proposed actions to obtain increased enrollment and address deficiencies;
- Maintain confidentiality of information (including but not limited to: student and employee personal information, student grades, etc.), both during and after their employment with the university. Any question regarding the confidentiality of material should be referred to the supervisor. Any violation shall subject the employee to disciplinary action, up to and including termination of employment;
- Perform other duties assigned.

### **GENERAL DESCRIPTION:**

% of Time

70% Recruitment travel, telecounseling, interviews, follow-up contacts, attend college information programs, high school and some community college visits, competitor analysis, oversight of web content, conduct Saturday appointments, and participate in on- and off-campus events.

30% Data entry, computer assistance, report writing, interpreting data, work in evaluating data specific to the position.

### **REQUIRED KNOWLEDGE, SKILLS, AND ABILITIES:**

- 1) Ability to read and comprehend various forms, documentation, files, and information in the department.

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- 2) Strong interpersonal and communication skills with the ability to effectively communicate and interact with parents, students, and all university personnel in a positive and constructive manner.
- 3) Excellent care and attention to detail and ability to manage multiple tasks and meet deadlines.
- 4) Strong work ethic and unquestioned personal integrity.
- 5) Ability to effectively communicate and interact with campus and community stakeholders from diverse backgrounds.
- 6) Dedication, commitment, and ability to work evenings when needed to complete the admissions tasks at hand.
- 7) Strong informational technology aptitude and skills including Microsoft Office and Admissions-specific software.
- 8) Aptitude and skill to work effectively with providing feedback while ensuring accountability for established objectives.
- 9) Ability to interpret government regulations.
- 10) Proficiency to handle various office machines, including, but not limited to: calculator, keyboard, computer, copy machine, and fax machine.
- 11) Ability to receive telephone calls, respond to inquiries, and effectively communicate with others.
- 12) Knowledge of the college admissions and financial aid processes.
- 13) Ability to recruit prospective students.
- 14) Ability to drive a personal or university vehicle for the purpose of university business on a regular basis.
- 15) Ability to supervise student employees.
- 16) Willingness to travel, and work flexible and irregular hours, as circumstances dictate.
- 17) Must develop a strong knowledge of and commitment to Niagara University's mission and programs.

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### **ERGONOMIC REQUIREMENTS:**

The functions of the position are usually performed sitting but may require some amount of time standing. Some amount of stooping, kneeling, bending, crouching, lifting, walking, carrying, and other movements may be required. Tasks involving working on a computer keyboard, calculator, cutting, labeling, and taping involve extensive wrist and hand movements. This position also requires the ability to travel whenever necessary. All individuals are required to be able to perform these movements without significant risk of injury to themselves or others.

### **QUALIFICATION STANDARDS**

1. Bachelor's degree in a related field from an accredited institution.
2. A minimum of three years experience with college admissions, secondary education, or related professional experience is required, with proven customer service experience.
3. Proven track record of outreach strategies and programs pertaining to underserved students.
4. A valid New York State driver's license is required that satisfies both University and insurance company underwriting rules and regulations for driving a motor vehicle. Must also be able to operate a motor vehicle in Canada.

<b>THE UNIVERSITY RESERVES THE RIGHT TO MODIFY, REASSIGN OR COMBINE POSITIONS AT ANY TIME WITHOUT PRIOR NOTICE.</b>
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Employee Signature

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Date

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Supervisor Signature

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Date