

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

**NAME:** Vacant  
**DATE:** JULY 2022  
**JOB TITLE:** ASSOCIATE DIRECTOR OF ADMISSIONS (DOWNSTATE NEW YORK/TRI-STATE)  
**FLSA STATUS:** EXEMPT  
**JOB-STATUS:** REGULAR FULL TIME  
**JOB CLASS:** PROFESSIONAL  
**WORK LOCATION:** GACIOCH CENTER/REMOTE  
**TITLE OF IMMEDIATE SUPERVISOR:** DIRECTOR OF FIRST-YEAR ENROLLMENT  
**DEPARTMENT:** ADMISSIONS  
**SECTOR:** ENROLLMENT MANAGEMENT

**JOB SUMMARY:**

Under general supervision, the Associate Director is responsible for the coordination, development and execution of undergraduate recruitment. The Associate Director is primarily responsible for all facets of recruitment in downstate New York and the tri-state region, particularly Westchester, Putnam, Rockland, Nassau and Suffolk counties. Though based in this region, and working remotely, the Associate Director will occasionally be expected to participate in on-campus events such as Open House, scholarship events, and any other programs deemed necessary by the Director of First-Year Enrollment. Must be willing to commit to one office day per month.

**ESSENTIAL DUTIES:**

- Recruitment travel to high schools, college fairs, and CBOs in downstate New York and the tri-state region.
- Conduct interviews, and establish regular communications with, prospective students.
- Coordinate student interview days/evenings and prospective/accepted student receptions.
- Must satisfy pre-determined performance objectives, and effectively communicate proposed actions to obtain increased enrollment and address deficiencies.
- Meet with prospective students and their parents and explain the advantages of a Catholic, Vincentian education at Niagara University, and the associated brand

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differentiators (confidence, clarity, purpose).

- Counsel prospective students and families on the NU application process, and directly assist them to expedite and complete the process.
- Arrange an appropriate, timely, and cost-effective travel schedule to satisfy objectives and expectations.
- Must have outstanding verbal and written communication skills, as well as exceptional customer service competencies.
- Always present a positive image of Niagara University when representing the university at external functions, such as college information programs for freshmen and transfers, open houses, high school presentations, etc.
- Must work effectively and collegially with co-workers, employees, and students.
- Must be thoroughly familiar with all courses, degrees, certificates, and departments at Niagara University, and have full knowledge of the college admissions and financial aid processes.
- Maintain confidentiality of information (including but not limited to student and employee personal information, student grades, etc.), both during and after employment with the university. Any questions regarding the confidentiality of material should be referred to your 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

- 80% Recruitment travel, application reading, interviews, follow-up contacts, attend college information programs, high school and community college visit (occasional), competitor analysis, conduct occasional Saturday appointments and participate in promotional and multiple on and off campus weekend/evening events.
- 20% Data entry, computer assistance, report writing, interpreting data, work in evaluating domestic credentials.

## **ASSOCIATE DIRECTOR OF ADMISSIONS (DOWNSTATE NEW YORK/TRI-STATE)**

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

- 1) Ability to read and comprehend various forms, documentation, files, and information in the department.
- 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) Dedication, commitment, and ability to work evenings when needed to complete the admissions tasks at hand.
- 6) Strong informational technology aptitude and skills including Microsoft Office and Admissions-related software.
- 7) Aptitude and skill to work effectively with providing feedback while ensuring accountability for established objectives.
- 8) Ability to interpret government regulations
- 9) Proficiency to handle various office machines including but not limited to: calculator, keyboard, computer, copy machine and fax machine.
- 10) Ability to receive telephone calls, respond to inquiries and effectively communicate with others.
- 11) Knowledge of the college admissions and financial aid processes.
- 12) Ability to recruit prospective students.
- 13) Ability to drive a personal or university vehicle for the purpose of university business on a regular basis.
- 14) Ability to work late hours, different shifts and weekends as circumstances may require as well as travel out of town.
- 15) Must develop a strong knowledge of and commitment to Niagara University's

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mission and programs.

**ERGONOMIC REQUIREMENTS:**

The functions of the position 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. Must live in downstate New York (or a nearby area).
3. A minimum of three years of experience with college admissions, secondary education or related professional experience is required, with proven customer service experience.
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.

**THE UNIVERSITY RESERVES THE RIGHT TO MODIFY, REASSIGN OR COMBINE POSITIONS AT ANY TIME WITHOUT PRIOR NOTICE.**

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Employee Signature

Date

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Supervisor Signature

Date