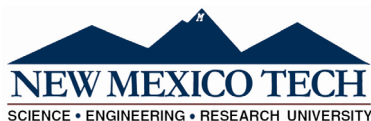


Posted: February 7, 2025



POSITION ANNOUNCEMENT

TITLE: DIRECTOR OF ADMISSIONS **DEPT:** ADMISSIONS

REG **TEMP** **FULL TIME** **PART TIME**

STARTING RATE or SALARY RANGE \$80,000 - \$92,500

Employees being promoted to a higher classified position receive the minimum for the position or a pay rate adjustment of 8% whichever is greater.

All regular positions also entitle the employee to several benefits including health, dental, vision, life insurance, and retirement which is largely paid by New Mexico Tech for the employee and dependents.

INTERNAL POSTING THROUGH: Concurrent* CONSIDERATION WILL BE GIVEN FIRST TO TEMPORARY AND REGULAR TECH EMPLOYEES WHO APPLY WITHIN THE 7 DAY INTERNAL POSTING. APPLICATIONS RECEIVED AFTER THE 7 DAY POSTING MARGIN WILL BE CONSIDERED WITH OTHER OUTSIDE APPLICANTS.

JOB SUMMARY:

Reporting to the Associate Vice President for Strategic Enrollment Management, the Director of Undergraduate Admissions oversees first-year and transfer recruitment and admissions, early outreach and the cross-functional teams to support campus-wide first-year and transfer enrollment strategies. The Director is responsible for providing strategic direction in these areas and assuring that leaders in academic affairs, student services, marketing, and external partners complete the tactical work necessary to achieve the new student first-year and transfer enrollment goals of the Strategic Enrollment Management Plan and institutional Strategic Plan. The Director will conduct strategic and competitive analyses and execution across campus resulting in a direct impact to NMIMT's enrollment process and targets. The Director serves as the main conduit for information, innovation and problem resolution between Enrollment Management and the other departments and divisions of the University.

JOBS FUNCTIONS:

Recruitment and Admission

- Lead recruitment and admissions planning efforts by working closely with colleagues across the university and community partners to develop, implement and modify a multi-year strategic recruitment plan with associated strategies to achieve the University's qualitative and quantitative enrollment goals and objectives at the university, department and program level.
- Collect and leverage data and analytics to inform recruitment and admissions decision making in all aspects of operations. Cultivates, develops, and maintains relationships with counselors and other key liaisons at area high schools and community colleges.
- Leads and collaborates across divisions and with faculty to design and execute recruitment events at regional high schools and community colleges, and on the campus that drive interest and set NMT a part from competitors.
- Identify cross-divisional partners, particularly faculty, and work with them to leverage and amplify outreach and recruitment efforts.
- Develop and maintain geographic recruiting territories for each admissions advisor and ambassador, and analyze territories to ensure maximum efficiency.
- Collaborate with campus partners, particularly faculty, to develop enrollment marketing to build brand awareness of the University, academic programs and co-curricular offices while presenting to and engaging diverse prospective student markets, their families and their high school/community college personnel.

- Collaborate with the Advancement and Alumni Relations office to utilize alum in recruiting to support travel, prospective student outreach, material drop, high school and community college relations, event coverage, and anti-melt events.
- Develop lead flow through enhanced partnerships with staff and faculty, high school, community college, community, and alum partners.
- Actively manage the new first-year and transfer enrollment funnels to ensure sufficient numbers to yield the enrollment goals for each semester. Make recommendations for reactive actions to improve application, fee payment, and enrollment.
- Develop and manage an ambassador program that leverages current student knowledge to help direct prospective students to enroll. Represents the university to prospective and current students and

Leadership and Strategic Planning

- Lead campus efforts to identify, recruit, enroll, retain and graduate a diverse student body in alignment with the university's mission, university goals, enrollment targets, forecasted enrollment trends and fiscal requirements.
- In collaboration with various departments and Deans, Vice Presidents, and other campus leaders develop short- and long-term plans and meet undergraduate strategic enrollment objectives.
- Responsible for the leadership, management, planning, administration, direction and evaluation of the Undergraduate Admissions Office which serve prospective students, applicants, enrolled students, family members, faculty, staff, alumni and community partners.
- Evaluates effectiveness of the multi-year enrollment strategies and continuously modifies to assure the most impactful, cutting edge and benchmarked initiatives are deployed using a data-centric approach.
- Collaborates with Academic Affairs, Student Life, Office of Research and Administration & Finance to ensure a coordinated campus culture that is student-centered, strategy focused, evidence-based and consistent with NMIMT's values.
- Serves on appropriate university committees as necessary.
- Assures a comprehensive training plan for staff is developed, implemented and assessed in E

Administration

- Conduct consistent department evaluations to determine how efficient it is running and, if necessary, recommend ideas of improvement
- Assures a comprehensive training plan, that includes ethics, for staff is developed, implemented and assessed in Enrollment Management and is sufficient to meet institutional accreditation requirements
- Prepare and present monthly statistical FY and transfer enrollment reports
- Serve as a key member of the Student Life Leadership Team
- Formulate metrics, policies and procedures for establishing and achieving objectives in student recruitment, admissions, marketing, and prospective student communications

REQUIRED QUALIFICATIONS:

Bachelor's Degree in Area of study: Student Affairs, Education, Business, Marketing, Communications, or STEM area or related fields. Thorough knowledge of modern management and administrative techniques related to the development and implementation of appropriate methods of work planning, scheduling, and coordination. Ability to reason logically to analyze and solve organizational and managerial problems. Ability to prepare and present oral and written reports which are clear, concise and comprehensive; ability to interpret and apply complex policies and procedures. Ability to establish and maintain cooperative working relationships with a variety of officials and co-workers, with an awareness of and sensitivity to the educational goals of a multi-cultural population. Ability to plan, coordinate and independently implement administrative decisions. Strong management, interpersonal, and communication skills, including ability to work effectively with people of diverse backgrounds and ability to collaborate across organizational lines. Ability to plan, organize, administer, develop and implement strategies and policies and apply good judgment in proposing or implementing solutions. A commitment to using technology to deliver services to students. Ability to

manage and provide guidance for institutional change and in developing innovative solutions to serve institutional needs. Ability to communicate complex information and work collaboratively with university administrators, faculty, staff, students, and community and academic partners outside the institution. Participate in the development and implementation of goals, objectives, policies and priorities for advancing the mission and vision of the university. Ability to facilitate group participation, consensus building and foster employee development through coaching, counseling, and training. Ability to lead a diverse staff in a cross-functional, technologically enhanced environment. Researching and planning processes (e.g., analytical methods and techniques; needs assessment methods, strategic planning principles, project management principles and practices). Current trends, locally, regionally, and nationally related to student recruitment and enrollment management. Four (4+) year of progressive experience. Bachelor's Degree in Student Affairs, Education, Business, Marketing, Communication, STEM area or related fields

DESIRED QUALIFICATIONS:

Six (6+) years of progressive experience Speaks and communicates in Spanish Master's Degree in Student Affairs, Education, Business, Marketing, Communication, STEM area or related fields

LIFTING REQUIREMENTS:

(f)requently, (o)ccasionally, or (s)eldom

0 - 15 pounds	F
15 - 30 pounds	F
30 - 50 pounds	O
50 - 100 pounds	S
100 + pounds	S

PHYSICAL DEMANDS:

Standing 25%	Sitting 50%	Walking 20%	Pulling
Pushing	Lifting 5%	Stooping	Kneeling
Crawling	Climbing	Reaching	Other

Apply to: nmtjobapps@npe.nmt.edu