UNIVERSITY OF SOUTHERN CALIFORNIA
Asst Dir, Undergrad Admission (Centrlzd)
Job Code: 137309

Grade: H
OT Eligible: No
Comp Approval: 5/30/2007

JOB SUMMARY:
Manages all aspects of a recruitment and admission territory on behalf of the University. Makes presentations at high school and community college visits around the country to guidance counselors, prospective students and parents. Provides consultative services to students and families about the college search and selection process. Serves as an expert regarding the college admission process for college counselors, principals and heads of schools in assigned territory. Interviews prospective students to evaluate suitability for admission. Evaluates applications, both quantitatively and qualitatively, and makes admission decisions.

JOB ACCOUNTABILITIES:

*E/M/NA   % TIME

______  ______ Researches and evaluates the demographic and academic characteristics of an assigned geographic territory, school group, and/or targeted student population in order to create an annual recruitment outreach plan and develop market analysis and competitor intelligence.

______  ______ Creates an annual recruitment outreach plan for an assigned geographic territory, school group and/or target student population that supports the accomplishment of the University’s overall enrollment goals and takes into account the various trends and systemic factors affecting the college-going market. Determines and executes specific recruitment strategies for assigned territory, school group or student population. Determines what high schools and community colleges to visit and what types of students to recruit. Recommends and develops new approaches to attracting the most competitive candidates to the University.

______  ______ Executes and refines in practice the recruitment outreach plan for an assigned geographic territory, school group and/or targeted population. Travels locally and out-of-state to make admission presentations to prospective students and their parents, guidance counselors and alumni. Serves as an expert resource for college counselors, students and parents regarding the college admission process. Provides individual counseling to students and families regarding the college admission process, which is highly personalized and may not fall within established policies, guidelines or procedures. Interviews prospective students to evaluate suitability for admission. Represents University at college fairs and other special recruitment events.

______  ______ Evaluates admission application materials (e.g., forms, high school and college transcripts, standardized test scores, essays and other student-submitted writing samples, activity lists, recommendations and interview notes. Makes admission decisions, without specific guidelines, that are highly individualized and based on a comprehensive evaluation of the qualitative and quantitative aspects of the materials as well as a thorough understanding of the University’s educational philosophy and enrollment goals.
Serves as the “account manager” for a given territory, school group, and/or targeted student population and as the primary point of contact for prospective students, parents and counselors. Advocates for assigned territory in all discussions about strategy and future plans. Responds to various types of inquiries including complex policy issues from territory via telephone, e-mail or letter and communicates in person with constituents from territory who are visiting the University.

Develops and administers a budget for executing recruitment plan for assigned geographical territory, school group and/or student population. Analyzes variances, tracks and reconciles budget activity. Provides forecasts and projections, as needed. Authorizes expenditures. Prepares financial status reports, as required.

Serves on a regular and rotating basis as the “counselor of the day” in the Admissions Center. Has responsibility for conducting admission presentations, answering questions about the University and the admissions process. Interviews prospective students and acts as the lead staff member when dealing with any non-standard situations that might arise while on duty in the Admissions Center.

Liaises to the admission/recruitment office in one of University’s schools. Serves as the primary point of contact for academic unit admission personnel, acquiring an in-depth knowledge of the assigned unit’s academic requirements and special programs. Conveys and interprets policies and procedures. Works closely with the assigned unit during the admission review and evaluation process.

Assists in the preparation or creation of promotional materials such as brochures, newsletters, etc., organizing student volunteers for events, and coordinating special admission-related projects.

Maintains currency on University policies affecting admission, transfer credit, general education and graduation requirements. Stays current on issues affecting the national admission and enrollment landscape through participation in professional organizations and conferences.

Performs other related duties as assigned or requested. The University reserves the right to add or change duties at any time.

*Select E (ESSENTIAL), M (MARGINAL) or NA (NON-APPLICABLE) to denote importance of each job function to position.

EMERGENCY RESPONSE/RECOVERY:

Essential: ☐ Yes In the event of an emergency, the employee holding this position is required to "report to duty" in accordance with the university’s Emergency Operations Plan and/or the employee’s department’s emergency response and/or recovery plans. Familiarity with those plans and regular training to implement those plans is required. During or immediately following an emergency, the employee will be notified to assist in the emergency response efforts, and mobilize other staff members if needed.

JOB QUALIFICATIONS:

Minimum Education:

Bachelor’s Degree

Combined experience/education as substitute for minimum education

Minimum Experience:

0 - 6 Months
Minimum Field of Expertise:
   Counseling skills and/or academic advisement experience

Preferred Education:
   Master's Degree

Preferred Experience:
   1 Year

Skills: Other:
   Analysis
   Assessment/evaluation
   Budget control
   Budget development
   Communication -- written and oral skills
   Conflict resolution
   Consulting
   Counseling
   Interpretation of policies/analyses/trends/etc.
   Interviewing
   Knowledge of applicable laws/policies/principles/etc.
   Negotiation
   Organization
   Planning
   Problem identification and resolution
   Project management
   Public relations
   Public speaking/presentations
   Research
   Scheduling

Skills: Machine:
   Calculator
   Computer Network (Department or School)
   Computer Network (University)
   Computer Peripheral Equipment
   Fax
   Personal Computer
   Photocopier

Supervises: Level:
   May oversee student, temporary and/or casual workers.

SIGNATURES:

Employee: ___________________________ Date: ___________________________
Supervisor: ___________________________ Date: ___________________________

The above statements are intended to describe the general nature and level of work being performed. They are not intended to be construed as an exhaustive list of all responsibilities, duties and skills required of personnel so classified.

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