

UNIVERSITY OF DALLAS

Job Number: 12476UD

Director of Undergraduate Admission

Date Posted: June 23, 2022

WHO WE ARE

The University of Dallas (UD) is a Catholic liberal arts university known for its excellence in academics. We have consistently ranked as one of the top regional universities in the country, holding a place on both U.S. News & World Report's list of the Best Regional Universities (West) and Forbes' Best Value Colleges. We are dedicated to and guided by our [Mission](#) and thrive on professional development, a family-oriented environment, our rich traditions, and exceptional employee benefits.

SUMMARY

UD is currently seeking a Director of Undergraduate Admission to provide leadership and expertise in enrollment planning, recruitment, and admission of all incoming students. This individual will collaborate with all campus stakeholders to develop marketing and recruitment strategies and establish goals and objectives, and assessment plans for strategic enrollment management components that support the missions of the University and its annual enrollment goals. The Director of Undergraduate Admission supervises a full-time staff consisting of admission counselors, a Visit Center Administrative Assistant, and the Campus Visit Coordinator.

PRIMARY RESPONSIBILITIES

- Provide visionary leadership and strategic and analytic skills for success in the field of enrollment and admissions while fully supporting the Mission of the University of Dallas.
- Responsible for developing, implementing, and evaluating all undergraduate recruitment and enrollment strategies while working in a collegial environment within the institution and the community. Ultimate accountability for meeting new student enrollment goals.
- Work closely with the Financial Aid staff to continually refine and monitor financial aid awards that strike a sustainable balance between enrolling students and maximizing net tuition revenue necessary to achieve enrollment goals.
- Responsibility for budget planning related to recruitment activities.
- Select, hire and supervise admission staff on best practices in undergraduate enrollment office procedures. Establish annual goals and accountability measures for the Office of Admission. Develop and foster a strong sense of unity and teamwork among the Office of Admissions & Financial Aid staff.
- Oversee the Admissions Marketing & Communications function responsible for the creation & coordination of all marketing pieces for the office, including all student brochures, HTML emails, branding ads, related marketing media, and the Office of Admissions & Financial Aid website.
- Oversee the coordination of communication flows to all prospective students, parents, high school counselors, and churches.
- Oversee the development, organization, and implementation of all campus visit programs.

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- Develop and execute annual recruitment plans through the strategic use of college fairs and on-campus visit events to achieve enrollment goals.
- Represent the Office of Admission to various college constituencies. Develop collaborative relationships with all academic and student service units within the University to strengthen a culture of shared participation in and responsibility for recruitment, enrollment, and student success.
- Provide a University of Dallas presence in local, regional, and national admission associations.
- Other duties as assigned to ensure the efficient and effective operation of the Undergraduate Admission and Financial Aid department.

MINIMUM REQUIREMENTS

- Bachelor's degree required.
- Requires working knowledge of MS Office products, and database systems relative to Client Relationship Management (CRM).
- Five or more years of experience in an undergraduate enrollment office environment, including budget management.

PREFERRED QUALIFICATIONS

- Master's degree preferred

ADDITIONAL INFORMATION

- Provide supervision and leadership to the following positions:
 - Admissions Marketing & Communications
 - Campus Visit Coordinator
 - Visitor Center Administrative Assistant
- Knowledge of financial aid and scholarship programs is required.
- Requires the ability to effectively manage the admissions staff, and interact with data management staff, financial aid counselors, faculty, and administrators.

BENEFITS

UD provides competitive pay and benefits, including eligibility to participate in medical, dental, life, and disability insurance; employee events; a health and wellness program; a free fitness center; competitive leave programs; tuition benefits for employees and their families; and matching retirement plan contributions.

If this sounds like the job for you, apply online at: <https://hr.udallas.edu/apply/>

The University of Dallas seeks to recruit, develop, and retain faculty, staff, and administration of the highest caliber.

The University is an Equal Opportunity Employer, and encourages applications from female and minority candidates and others who will enhance our community and advance our Mission.