

## **Duke University School of Nursing**

### **Job Description**

**HR Title: Admissions Officer II**

**Working Title: Admissions Officer**

**Job Code: 1722**

**Job Level: 12**

Updated 4/24

### **General Overview**

Perform a variety of duties in the recruitment and selection of student applicants for admission to the Duke University School of Nursing. Irregular hours and travel required.

### **Supervisor**

This position reports to the Director of Admissions and Recruitment

### **Essential Duties**

#### **Admissions**

1. Provide direction and assistance to all admissions officers through the planning and implementation of events.
2. Provide insight and feedback, as needed, on all webinars, Information Sessions, On-Campus events, and Interview Days.
3. Present data reports to varying faculty committees when the Director of Admissions is unavailable.
4. Provide a specific view on admissions processes and application volume that will assist the Director of Admissions in creating the larger, more encompassing recruitment plans that will be followed by the Office of Admissions.
5. Serve as a liaison for assigned program(s) between Admissions Officers and the Director of Admissions.
6. Analyze qualifications of applicants utilizing established Duke University School of Nursing admissions standards, guidelines and criteria, reviewing unusual circumstances with supervisor as appropriate.
7. Correspond with prospective students, applicants, School of Nursing alumni, academic advisors and others seeking information on admissions standards, academic and nonacademic programs and student activities following established procedures and precedents. Maintains working knowledge of international student admissions requirements, coordinates with the OASS Student Services Officer to facilitate issuing of student visas.

8. Prepare and distribute various statistical reports on inquiries and applicants to program staff concerning the status of applicant files.
9. Process and review application, track down decisions, and update student records in the systems used within Duke University and the School of Nursing.
10. Continuously review open files to facilitate completion.
11. Monitor acceptance and deposit rates for assigned programs; create yield plans to ensure enrollment goals are met.
12. Conduct an annual application review with the admission committee to collect feedback on future application changes/recommendations.
13. Serve as liaison with the admissions committees for assigned academic programs.
14. Use admissions software to assign and deliver admission related communications in consultation with the Director
15. Work closely with program coordinators to ensure that OASS and each academic program are aware of any changes in status.

### **Recruitment/Marketing**

1. Clearly and persuasively articulate the mission of the School of Nursing to prospective students.
2. Conduct presentations to prospective students about the educational opportunities available at the School of Nursing
3. Assist in the coordination and development of recruiting/admissions publications, forms, and promotional items as needed.
4. Visit other educational and healthcare institutions, as appropriate, based on review of historical and market data, and input from supervisor.
5. Counsel prospective graduate students regarding admission policies and procedures.
6. Serve as the primary contact for developing relationships with prospective students, develop an inquiry pool and move prospects through the admission processes and to enrollment through extensive personal contact.
7. Enter appropriate and accurate student information into corresponding database as needed for all phone, email, and person to person communication with prospective students.
8. Review content of admissions web pages; update to ensure information reflects current marketing message, policies and practices; make recommendations for revisions to ensure accuracy and optimal delivery of information.
9. Responsible for all DUSON (not program-specific) marketing and recruiting events such as information receptions, trade shows and education fairs. This may involve occasional evening or weekend commitments.

10. Participate in creating and reviewing the School of Nursing Recruitment Plan. Ensure that activities assigned are completed as directed and in a timely manner.
11. Work with Director of Admissions and Recruitment in the development of recruitment collateral materials.

### **Budget**

1. Maintain accurate accounting of budget expenditure for assigned recruitment events related to travel and marketing materials. Provide updates to the Director of Admissions and Recruitment as required.
2. Maintain and monitor assigned travel merchandise budgets for DUSON Admissions Office.
3. Maintain and monitor all budgets related to program-specific recruitment events, i.e. Duke Days, etc. and other events as needed.

### **Customer Service**

1. Provide a high level of personalized service to the diverse group constituents who inquire with the School of Nursing.
2. Communicate with principals in the Registrar's office, the Admissions office, the Student Affairs office, and the Financial Services office regarding student issues.
3. Greet visitors/guests/students in a courteous and professional manner; determine their needs and either provide the appropriate information or direct them to the appropriate person or department.
4. Work with Duke University in recruitment opportunities targeted towards Duke undergraduate students.
5. Work towards developing relationships with regional universities without nursing programs, which would create potential pipelines to Duke from other schools.

### **Assessment/Evaluation**

1. Submit regular reports to the Director of Admissions and Recruitment as necessary that critically evaluate the effectiveness of recruitment and admission activities assigned.
2. Regularly review recruitment and admissions data. Initiate action plans in consultation with the Director of Admissions and Recruitment if the

information suggests that enrollment goals may not be met for assigned program. Provide evaluations for coordinated events and recommendations for new/additional events.

3. Prepare briefs that evaluate the admissions area, progress toward meeting enrollment goals, including adverse trends; formulate recommendations or conclusions.
4. Prepare annual written evaluation and assessment of recruitment/yield strategies; make recommendations to the Director of Admissions and Recruitment and to Student Services to improve overall effectiveness.

### **Event Planning**

1. Responsible for coordinating program-specific recruitment events, campus visits and other opportunities as deemed necessary by the Director of Admissions and Recruitment.
2. Assist in creating new on campus recruitment events directed towards School of Nursing initiatives as needed.
3. Assist in the planning, marketing, and coordinating of program-specific on-campus interview days, as instructed.
4. Assist and participate with other staff members having special project responsibilities in the coordination of activities designed to accomplish established objectives.

### **Requirements**

The position requires leadership, initiative, innovation, problem-solving skills and the ability to make independent judgments in various ways such as the counseling of applicants and students. A demonstrated ability to handle multiple responsibilities concurrently, work independently in a fast-paced and dynamic environment is required of the position.

Work generally requires a knowledge and understanding of college experience and student life obtained through the attainment of a bachelor's degree. Strong written, verbal communication and presentation skills required in addition to a superior knowledge of all Microsoft programs including Excel, Word, Power Point, and Publisher.

Work generally requires at least two years of experience in higher education admissions or recruitment.

### **Preferences**

Working knowledge and experience in planning admissions events and out-of-state recruitment is preferred.

As part of the interview process, the search committee would like all candidates offered an on-campus interview to prepare an engaging fifteen minute recruitment presentation. The presentation should be geared towards post-baccalaureate students interested in pursuing a career in nursing. The presentation must include all programs offered at the School of Nursing. Accuracy, energy, and creativity are required.