

Duke University School of Nursing

Job Description

HR Title: Director of Admissions

Working Title: Director Admissions

Job Code: 2694

Job Level: 14

Updated 4/24

General

The Director of Admissions provides administrative management and coordination of enrollment personnel and functions at the School of Nursing.

Supervisor

This position reports to the Vice Dean, Academic Affairs

Essential Duties

Recruitment

- Develop, implement and evaluate an annual written recruitment plan that addresses the School's strategic vision to recruit and admit a qualified and diverse pool of students.
- Annually prepares a written report that analyzes and evaluates efforts and implements new action plans designed to meet the School's vision as it relates to enrollment, budget, and diversity.
- Supervise, coordinate and participate in activities involved in the recruitment and selection of student applicants within assigned areas of responsibility.
- Oversee the consistent review and analysis of prospective student's qualifications utilizing established School admissions standards, guidelines and criteria; react and implement new strategies to maximize conversion rates (completion, acceptance, and yield) if needed.
- Oversee the development and evaluation of communication flows and messaging designed to recruit students to the school.
- Maintain liaison with Vice Dean, academic program Assistant Deans, admission committees, faculty coordinators, specialty directors and Marketing and Communications team concerning recruitment and selection of students in their respective academic areas.
- Collaborates with project directors and program Assistant Deans to ensure compliance with grant related obligations for admissions/recruitment.

Admissions

- Conduct annual review and evaluation of business processes with School of Nursing Admission Committees and key stakeholders involved in recruiting and admitting students and makes recommendations for process/performance improvement.
- Ensures that the application records are maintained in accordance with University; ensures accuracy, confidentiality and integrity of data. Establishes and monitors appropriate records, retention and disposal policy consistent with state and federal regulations.
- Independently and/or collaboratively compiles and analyzes applications and new student enrollment statistics for administrative utilization; supervise preparation of statistical reports and executive summaries.
- Interpret admission and matriculation policies for administration, faculty, staff and students.
- Maintains active knowledge, and as appropriate, makes processes/procedural recommendations on regional and national policy changes that may impact admissions processing and reporting requirements.
- Collaborates with the Data Manager and Director of Student Services to proactively ensure that business processes are consistent with data collection and reporting needs.
- Strategically plans and conducts in-person and virtual recruitment opportunities at local, state and national professional meetings.
- Participates in routine academic affairs meetings, offering consultation and strategic planning updates related to recruitment and admissions of DUSON students.

Supervision and leadership

- Analyzes the School of Nursing strategic plan and formulates recommendations for positive impact on admissions and recruitment.
- Serves as member of the Enrollment Management Leadership Team within Admissions and Student Services; collaborates across the unit, and School, to determine strategic direction and lead initiatives and daily operations that improve customer service.
- Supervise staff as assigned under the direction of the Vice Dean for Academic Affairs, including completing annual performance appraisals.
- Conducts operational analysis, enrollment trend analyses, benchmarking and research to re-engineer workflow processes, and to proactively create strategies to ensure enrollment, budget, and strategic targets related to diversity are met.
- Ensure that customer service standards within the Admissions and Recruitment team are met including correspondence with prospective students, applicants, alumni, others seeking information on admissions standards, academic and non-academic programs and student activities.

Staff Development

- Systematically and regularly reviews employee development plans to facilitate achieving annual performance goals.
- Facilitates professional development of staff and the admissions office team to optimize performance.
- Creates work plans to address areas of deficiency when needed.
- Train new staff on recruitment and admissions policies, procedures, and plans.

Budget

- Develop, monitor, and reconcile the budget and expenses for Admissions and Recruitment including, but not limited to events, travel, temp hires, and professional development, etc.
- Develop and maintain a three to five-year resource plan that anticipates system and personnel needs for the unit

Requirements

Requires minimum of three-five years of demonstrated admissions/recruitment/student service experience and leadership skills in a dynamic, complex service culture. Requires experience in process re-engineering, demonstrated leadership and motivation skills and proven ability to develop customer service strategies for serving internal and external customers.

Technology skills, including proficiency with MS office is required. Knowledge and direct use of an enterprise system and CRM preferred.