



## **Director of Admissions**

The University of Great Falls is a Catholic University known as a place of “uncommon courage” committed to preparing students for living and making a living. This energetic, enthusiastic and creative person would be responsible for assisting the Vice President of Enrollment in the development, management, implementation and evaluation of the University of Great Falls recruitment strategies.

### **• Essential Functions**

- Oversee the implementation of on-campus recruitment activities and events including: information sessions, open houses, and other campus events and visits.
- Regularly monitor the prospective student website to ensure that recruitment is distributing accurate, creative and up to date information.
- Responsible for recruitment territory
- Motivate and manage undergraduate, graduate and international admissions counselors in the achievement of enrollment goals; includes monitoring of Hobsons use, reporting effective calling and marketing efforts.
- Responsible for admission counselor training
- Management of Hobsons CRM software, implementing communication tracks, reporting functions, enhancement initiatives.
- Management of Social Networking
- Maintains professional networks, technical knowledge and knowledge of enrollment management trends by attending relevant conferences and workshops.
- Assist Vice President for Enrollment Management in planning and organize travel arrangements for admission counselors
- Other duties as assigned

*Successful applicant must perform the essential duties and responsibilities with or without reasonable accommodation efficiently and accurately without causing a significant safety threat to self or others.*

### **Additional Functions**

- Brain storming and problem solving
- Assist in management of Hobsons CRM software, creative communication with students, tracking of student progress, and reporting.
- Knowledge of and efficient use of Banner database system and Hobsons CRM software in its use for strategic reports, tracking counselor activity and aggressive marketing.

*Perform other duties as assigned or needed.*

### **Qualifications**

- Able to supervise, well-developed verbal and written communication skills.
- Must be able to interact with faculty, staff, students, and outside contacts.
- Must be very self motivated and willing to work independently
- Available to travel and work evenings / weekends
- Computer skills (e.g., Microsoft Office, data management programs, CRM Software)
- Public speaking skills
- Able to work well with other departments
- Knowledge of sales techniques
- Bachelor's degree

Occasional travel and weekend work required.

Please submit a resume and cover letter to: [Cbrown02@ugf.edu](mailto:Cbrown02@ugf.edu) or Charlene Brown, Vice President for Enrollment, 1301 20<sup>th</sup> Street South, Great Falls, MT 59405.