



RHODE ISLAND COLLEGE JOB DESCRIPTION

Position classification: PSA
Date created or revised: 9/7/2022
Exempt/Non-Exempt Status: Exempt
Responsible individual: Yes
Campus Security Authority: No

Title: Admissions Officer
Status: Full-time, Calendar Year Appointment, non-standard hours, evenings and weekends
Grade: 10
Union Affiliation: PSA@RIC
Reports To: Director of Admissions

PRIMARY PURPOSE:

The Admissions Officer will be responsible for all aspects of outreach, recruitment and the admissions process, while representing the college with the utmost of professionalism. The Admission Officer must remain current on relevant issues affecting admissions in the state and nation, and is responsible for the implementation of outreach, admissions activities, and strategies to meet the institution's new student enrollment goals. The Admissions Officer will collaborate on and execute innovative recruitment strategies including social media, in addition to the College's traditional outreach and recruitment efforts.

DESCRIPTION OF DUTIES AND RESPONSIBILITIES:

Essential Job Functions:

- Create content for and assist in managing the College's recruitment-focused social media accounts.
- Assist with the planning and implementation of special promotional activities and events both on- and off-campus, including daily campus visits, virtual recruitment programming, and customized prospective student visit experiences.
- Coordinate the enrollment call center to provide the highest level of responsive customer service.
- Assist with the training and on-boarding of Admission Readers and Recruiters.
- Display an extensive knowledge of all College recruitment messages, facts, and policies.
- Represent the College at all recruitment events assigned.
- Participate in Counselor-of-the-Day responsibilities by delivering engaging presentations for prospective students and families
- Conduct thorough application review of admissions materials and provide decisions in a timely fashion.
- Enter data into and use the CRM to support recruitment, tracking and communication with prospective students.
- Collaborate with other administrative offices, academic departments, committees and College personnel to effectively support student recruitment and enrollment.
- Travel extensively in-state and out-of-state, with evening and weekend work required.
- Be an active and positive member of the admissions team, demonstrating a willingness to participate and volunteer in team initiatives.

Occasional Job Functions:

Perform other duties and responsibilities as assigned by the Director of Admissions.

REQUIRED QUALIFICATION STANDARDS:

Education:

Bachelor's degree.

Experience:

- Minimum of one year of successful full-time work in admissions at a college/university.
- Demonstrated familiarity with the undergraduate programs at RIC.
- Bilingual in English/Spanish (fluent in speaking and writing).

Skills, Knowledge and Abilities:

- Demonstrated ability to represent the College positively and effectively with prospective students, faculty, staff, alumni, media, and the public.
- Knowledge of Salesforce CRM, Image Now (document imaging software), and MS Professional software packages are beneficial.
- Flexibility, dedication, initiative, confidentiality, and the ability to learn are expected.
- Must have demonstrated public relations skills and the ability to work independently and as part of a team.
- Excellent oral and written communication skills are required and candidates must demonstrate acute attention to detail, strong organization and problem-solving abilities.
- Ability to travel extensively in-state and out-of-state evenings and weekends.
- Flexibility, dedication, initiative, confidentiality, and the ability to learn
- Ability to represent the College effectively and to interact with individuals and groups in an articulate, sensitive, persuasive, and professional manner.
- Commitment to professional growth and development in college admissions.
- Must be able to provide own transportation to and from all in-state and out-of-state events.

ENVIRONMENTAL CONDITIONS:

- The employee is not exposed to known adverse environmental conditions.
- Lift boxes of informational material weighing approximately 35 pounds each.

The College requires that all applicants and employees be able to perform the essential functions of the job and will explore reasonable accommodations for individuals with disabilities.

As an Affirmative Action/Equal Opportunity institution that values and is committed to inclusion and expanding the diversity of its faculty and staff, the College invites members of protected classes, including minorities and persons with disabilities, to identify themselves as such at the time of application.