

Position Announcement

Birmingham-Southern College Director of Admission

Located in Birmingham, Alabama, Birmingham-Southern College (BSC) is a four-year, private institution that, in recent years, has been consistently identified as one of the top liberal arts colleges in the country for its academic quality and value. BSC students enjoy a 12:1 student to faculty ratio and 100% of students complete a capstone project. BSC currently enrolls more than 1200 undergraduate students and is a sheltering institution for Phi Beta Kappa and recognized as one of the members of *Colleges that Change Lives*.

Reporting to the vice president for enrollment management, the director of admission will lead all aspects of recruitment, selection and enrolment of new undergraduate students. The director will be a strategic partner in the implementation of a comprehensive recruitment plan measured by data and best practices. Additionally, the director will provide day to day leadership to a team of nine admission professionals and create a student-centric culture that aligns with the institutional mission. As the leader of the office of admission, the director works collaboratively with senior enrollment leadership to organize and implement a highly efficient, team-based enrollment model that emphasizes an increase in academic profile, net tuition revenue and geographic diversity. The director will work to develop and sustain relationships with key constituents, such as the university campus community, high school counselors, alumni, community colleges, parents and prospective students. The director of admission will provide leadership in the creation and cultivation of new and existing markets (both traditional freshman and transfer), including prospecting, relationship-building with key constituencies and recruitment travel. The director will serve as a liaison for collaboration between the office of admission, faculty, and marketing and communications staff; and actively participate in national and state professional admission associations and to stay informed of current admission trends and research.

A bachelor's degree (master's preferred) and substantial documented progressive professional experience in an admission office within higher education are required. In addition, sophisticated understanding and demonstrated experience with data reporting/analytical skills, and expert utilization of data and current industry technology in support of the division's goals and responsibilities will be expected of the director. The successful candidate will be expected to have broad undergraduate recruitment experience, appreciate and seek to expand diversity among staff and the student body, and be able to optimize technology to support a strategic recruitment model. The ability to manage, motivate, and evaluate staff, as well as collaborate with staff and faculty, is essential. In addition, the successful candidate will possess high professional standards; strong and effective written, oral and presentation skills; a demonstrated ability to develop strategy, design tactics, and implement recruitment and yield plans effectively; the ability to understand, use, and train colleagues to leverage core technology such as the Slate CRM and other applications necessary for effectively recruiting a first-year and transfer class.

Review of applications will begin February 7, 2020 and continue until the position is filled. ***The expected start date is early summer, 2020.*** A resume with an accompanying cover letter may be submitted via the Spelman Johnson website at www.spelmanjohnson.com/open-positions. Nominations for this position may be emailed to Kendra E. Dane at ked@spelmanjohnson.com. Applicants needing reasonable accommodation to participate in the application process should contact Spelman Johnson at 413-529-2895.

Visit the Birmingham-Southern College website at www.bsc.edu

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