



Position Title: Director of Online Admissions
Reports To: President/CEO & Director of Admissions
Classification: Exempt
WC Code: 8868
Position Type: 3rd level

Major Responsibilities:

They will be responsible for ensuring that the admissions process, from lead generation to enrollment in terms of online students and the quality of the students is satisfactory with the expectations of Florida National University. This must be done in accordance to the Universities policies and procedures and adhering to all state and federal laws and regulations. They will supervise, train and motivate all online admissions advisors to be able to attain and surpass all Online Admissions goals while providing excellent customer service. This will serve to improve all recruitment efforts and increase the online student population in accordance with the mission and purpose of the university.

Specific Duties and Responsibilities:

1. Read, understand and comply with the University's mission, the catalog, the University's policies and procedures, the Staff Handbook and Institutional Effectiveness process.
2. Respond to communications (e-mail, voice mail) on a daily basis.
3. Oversee and direct the Admissions Department for the institution.
4. Ensure that implementation of institutional policies and procedures, as well as admissions practices are followed by all admissions personnel.
5. Maintain a thorough knowledge of the University's policies and procedures pertinent to the admissions process including program requirements and content of study, tuition and fees, refund policies, class schedules, payment plans, etc. and train the Admissions
6. Must have a minimum of five years' experience in a director level position within an academic/admissions environment with a demonstrated record of success enrolling online students.
7. Must have at least three years of overall admissions experience.
8. Knowledge of secondary and post-secondary educational programs.
9. Experience in managing student records, registration, admissions and planning and scheduling processes.
10. Knowledge of supervision, administration and system management.

11. Experience with applicable databases, MS Office Suite, and computer application systems, in order to fulfill any projections and reporting as needed.
12. Knowledge of all state, federal and local laws/regulations relating to programs offered compliance and all accreditation standards.
13. Develop and implement the institution's Recruitment Plan and establish its budgetary guidelines.
14. Monitor and evaluate the effectiveness of the Recruitment Plan and make written recommendations/ changes as appropriate to the President and Campus Deans as needed.
15. Lead and manage all Admissions functions and personnel throughout the various campuses.
16. Implement and direct a leads management program, which will include: number of leads generated, follow up calls, interviews made, and number of enrollments.
17. Maintain and monitor weekly lead generation calls, and enrollment results for all Admissions personnel.
18. Maintain a thorough knowledge of placement rates and starting salaries rates of graduates.
19. Prepare the yearly admissions projections in conjunction with the academic units and the campus deans.
20. Conduct initial training of all new admissions representatives.
21. Participate in the self-studies and committees conducted by the University.
22. Support and participate in University Commencement Ceremonies.
23. Performs any special project assigned by the President or supervisor.
24. Perform other duties as assigned

Note: The use of computers and University resources is limited for school business purpose. Installation of any software is prohibited.

This job description is intended to describe the general nature and level of work being performed by individuals assigned to this position. It is not intended to be construed as an exhaustive list of all tasks, duties, skills and/or responsibilities required for this position in each Campus at all times. Tasks, duties, skills and/or responsibilities may vary from individual to individual, campus to campus and over time, depending upon various factors. These are general guidelines for this job position.

Name: _____

Signature: _____

Date: _____