



JOB DESCRIPTION:	Associate Director of Undergraduate Recruitment		
DEPARTMENT:	Undergraduate Admissions		
REPORT TO:	Dir. Of Undergraduate Admissions & Recruitment		
EEO CLASSIFICATION:	First/Mid Officers & Managers	FLSA STATUS:	Exempt
CUPA HR CLASSIFICATION:	#171000	DATE APPROVED:	20-OCT-2021
		DATE MODIFIED:	11-JUN-2025

SUMMARY: Assesses, organizes, and supports the college-wide recruitment efforts at WNMU for the AZ and Western States, with specific focus on marketing, recruitment territory, community and business outreach, and relationship building with targeted high schools and colleges.

DUTIES:

1. Manages the undergraduate transfer recruitment and admissions, special admissions, and/or international admissions efforts of the university and coordinates with the Director on related strategies. Ensures enrollment goals are achieved regarding application, acceptance, and enrolled students.
2. Develops and implements cooperative efforts with high schools and two-year institutions including joint admission programs, recruitment events, and on-site visits to provide innovative services to students. Coordinates and/or participates in a variety of campus programs, university tours, and special events to engage with the community and to market and recruit potential new students.
3. Manages collection and retention of recruitment and applicant data, including beginning freshman, transfer, international, and/or special admissions.
4. Works with the Director to develop annual operating budgets and provides fiscal direction to the unit. May coordinate the development of systems and projects to support and enhance established goals.
5. Creates and leads teams of individual University Admission Recruiters to successfully complete tasks related to a specific area of on-going responsibility. Assists in the development of an annual recruitment calendar and assignment of territory. Assists with developing, implementing, and evaluating the recruitment and enrollment process and strategies with staff and administration to apply continuous improvement strategies.
6. Works collaboratively with University Financial Aid and Foundation staff. Disseminates pertinent information, in accordance with applicable laws, regulations, and University policies in accordance with the Family Educational Rights and Privacy Act (FERPA).
7. Monitors progress of applicants to admitted and enrolled status. Provides policy interpretation and advisement as appropriate, in accordance with university policy, accreditation standards, and privacy laws. Recommends, implements, and administers policies and procedures to enhance operations.
8. Participates in the development of student recruitment and retention plans, strategies, and written materials. Formal and informal presentations, tele-recruiting, and e-recruiting activities.
9. Coordinates with Marketing and the Admissions Director to develop and order promotional items, college viewbooks, recruitment mailings, signage for events and other pieces necessary to the day-to-day functions of recruitment. Develop marketing strategies, recruitment publications and communications, travel schedules, collection and analysis of aggregate and disaggregate recruitment and demographic data.
10. Provides a broad range of administrative and supervisory functions. Supervises assigned staff in accordance with WNMU personnel practices including recruitment, training, performance

- evaluation, guidance, etc. Participates in the process of ongoing personal and professional development. Maintains comprehensive communication among all contacts (internal and external). Models professional standards and ethics in accordance with WNMU philosophy.
11. Performs other duties as assigned.

REQUIREMENTS:

1. **Education /Background:** Bachelor's degree in Business or related field with 7 years full-time of admissions and recruitment required. Master's degree preferred. Bilingual (Spanish) preferred.
2. **Job Knowledge:** Knowledge of all applicable state and federal laws, regulations, and standards affecting admission of all students including instate, out of state, and foreign. Knowledge of the principles, practices, techniques, and methods of management. Knowledge of the laws, standards, requirements, and regulations of student recruitment. Knowledge of the principles and techniques of public speaking. Knowledge of the principles, practices, and methods of marketing. Knowledge of the basic program content and requirements of all degrees offered. Knowledge of the code of ethics governing recruiting activities and functions. Skill in performing program assessment and evaluation. Skill in communicating orally and in writing. Skill in interpreting and understanding student transcripts. Skill in working in an environment subject to frequent interruptions. Skill in establishing and maintaining effective working relationships. Skill in developing a variety of marketing, advertising, and collateral materials, strategies, and projects. Must be sensitive to cultural differences within the University and community. Fluent in Microsoft Office Applications. Knowledge of customer service principles, practices, and techniques. Knowledge in Banner systems._
3. **Working Conditions/Physical Demands** (With or Without Accommodations): Normal office environment, may travel some within the community when needed. May be required to transport normal office equipment and materials. Ability to comprehend and work with a variety of information from various sources. Able to clearly communicate with a diverse population of individuals. Ability to compose correspondence and reports and remain in a sedentary position for prolonged periods of time. May be required to work additional hours or days depending on circumstances.
4. **Other requirements:**
 - a. Requires a valid driver's license.
 - b. Required to complete Defensive Driving Course within 6 months. (If applicable to the role)

This job description is not an exhaustive list of all responsibilities, skills, duties, requirements, effort, and/or working conditions associated with the position. Management reserves the right to revise the job or to require that other or different tasks be performed when circumstances change. In addition, this job description is not intended to create a contract of employment between the employee and Western New Mexico University, nor shall it be regarded as a promise to provide specific terms or conditions of employment.

I have read, understand and accept a copy of this job description.

Employee Signature

Date

Employee Name (Printed)