

JOB DESCRIPTION:	Executive Director of Admissions & Recruitment		
DEPARTMENT:	Student Affairs & Enrollment Management		
REPORT TO:	Vice President – Student Affairs & Enrollment Management		
EEO CLASSIFICATION:	First/Mid Officers & Managers	FLSA STATUS:	Exempt
CUPA HR CLASSIFICATION:	#171000	DATE APPROVED:	14-MAY-2021
		DATE MODIFIED:	14-MAY-2026

SUMMARY: Plans, directs, manages, and supervises all activities and functions for the recruitment and admission of dual enrollment, undergraduate, and graduate students. This position also serves as the acting Primary Designated School Official (PDSO) and Responsible Officer (RO) for international students for the University.

DUTIES:

1. Establishes critical measurements for admissions and recruitment strategies by analyzing trends in enrollment and marketing activities, performance expectations, and customer service standards for the department. Monitors, enforces, and evaluates values, policies, and procedures related to enrollment management. Leads activities to continue programs that are effective, modifies programs as needed and presents new strategies for the University's recruitment and admission activities. Serves underneath the VP for Student Affairs and Enrollment Management as a leader within the division of Student Affairs and Enrollment Management contributing to the strategic enrollment planning.
2. Develops admissions financial strategies by estimating, forecasting, and anticipating requirements, trends, and variances.
3. Promotes the University and attracts new students by collaborating with other stakeholders both internally and externally.
4. Works closely with the Office of Marketing & Communications in developing communication plans and the implementation of promotional tools for recruitment campaigns.
5. Welcomes prospective students to the campus by staging semiannual open houses and campus tours.
6. Maintains institutional compliance with federal regulations governing international students and exchange visitors through accurate SEVIS record management and reporting across all stages, including recruitment, admission, enrollment, and post-graduation OPT.
7. Plans and submits annual operational budget for review to Vice President for Student Affairs.
8. 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. Model professional standards and ethics in accordance with WNMU philosophy.
9. Serves as the primary administrator for Admissions systems (Banner, CRM, and related platforms), leading operational best practices to enhance efficiency, data integrity, and enrollment outcomes. Oversees system integration, departmental coordination, user support, and staff training while maintaining high standards of data governance. Leverages CRM capabilities to optimize recruitment and admissions operations through automated communication strategies, streamlined workflows, and real-time reporting. Provides strategic oversight and drives continuous improvement initiatives to maximize system utilization, support data-driven decision-making, and increase enrollment performance.
10. Ensure compliance with all state and federal regulations while promoting culture that values

diversity, equity, inclusion, and belonging.

11. Performs other duties as assigned.

REQUIREMENTS:

1. **Education /Background:** Master's degree required in Business or related field with 7 years full-time of admissions and recruitment required. Bilingual (Spanish).
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)