



*Sweet Briar College is a women's liberal arts institution, located in Central Virginia approximately 12 miles north of Lynchburg and 60 miles south of Charlottesville. Founded in 1901, the College's curriculum encompasses a comprehensive baccalaureate program in the arts, sciences and humanities, as well as masters' programs in education. It is one of two women's colleges in the United States offering an ABET-accredited engineering degree program.*

**Position Title:** Director of Admissions Strategy and Counseling

**Classification:** Full time, Exempt

**Reports to:** Vice President for Communications and Enrollment Management

**Summary/Objective:** The Director of Admissions Strategy and Counseling manages all levels of the enrollment funnel – suspects, prospects, applicants, acceptances, yield and melt – and supervises six admissions counselors, including territory management and travel. The role encompasses both strategic and tactical responsibilities for meeting institutional enrollment targets. The Director of Admissions Strategy and Counseling works closely with peers for financial aid, admissions operations, communications, athletics recruitment, alumnae relations and institutional effectiveness. The director is responsible for external strategic partnerships and recruiting students from independent schools as well as directing an Admissions Ambassadors program that engages alumnae for college fairs and high school visits.

**Essential Responsibilities:**

- Supervise the admissions counseling staff, territory management and travel; organizes professional development and training; conducts performance evaluations
- Work with the vice president to set recruitment strategy, goals and enrollment targets, including development of individual counselor goals by territory
- Proactively research admissions best practices, trends, emerging markets and principles of good practice; recommends territory and student profile priorities
- Oversee timely decisions on applications, assignment of institutional academic merit and endowed scholarships, admissions requirements, compliance and adherence to ethical principles of practice
- Prepare detailed enrollment reports, track recruitment activities and present regular updates as requested by the vice president
- Work closely with the Director of Financial Aid on financial aid awards, appeals, leveraging, modeling and discount rate
- Work closely with the Director of Admissions Operations on data management and reporting

- Work closely with the Director of Institutional Effectiveness on enrollment and accreditation requirements (SACS), reporting to internal and external constituencies including the federal government (IPEDS, etc.), and professional organizations (College Board, Common Data Set, etc.)
- Work closely with Communications on recruitment marketing campaigns, tactics, messaging and creative deliverables
- Manage relationships with recruitment partners and vendors
- Counsel students and families through the college application process
- Build and nurture key external relationships with high school guidance/college counselors, headmasters and other institutional partner contacts; This position will carry an assigned territory of recruiting prospective students primarily at independent schools.
- Build and nurture key internal relationships including those with athletics, student life, faculty, the registrar and the Dean of the College
- Be an active member of the College community including attending events to actively engage with students, faculty, staff and leadership
- Deliver extraordinary customer service and campus visit experiences

**Required Qualifications:**

- Bachelor's degree, liberal arts background preferred
- Minimum of seven years of progressive responsibility in college level recruiting
- Experience managing all levels of the enrollment funnel – suspects, prospects, applicants, admitted students, yield and melt
- Experience managing an institutional recruitment plan and territories with record of achieving enrollment goals; experience using enrollment data to measure and assess progress toward strategic goals and revise practices as needed
- Working knowledge of Ellucian's Banner and Technolutions' Slate CRM especially developing assessment, source, productivity and yield reports
- Established leadership managing, developing and motivating staff in a stressful but positive environment to meet enrollment targets
- Familiarity with NCAA recruitment regulations and compliance requirements
- Familiarity with recruitment practices for veterans including Yellow Ribbon and G.I. Bill benefits
- Strong understanding of international recruitment best practices
- Effective at building and nurturing strategic relationships
- Ability to communicate effectively with students and their families from a broad range of socioeconomic and cultural backgrounds
- Excellent interpersonal, communication and analytical skills with exceptional judgment, ethics and integrity
- High energy, a competitive spirit, intellectual curiosity and a commitment to excellence
- Exemplary ability to lead and multi-task in a fast-paced campus culture that embraces change and innovation

**Preferred Qualifications:**

- Advance degree (master's or doctorate)
- Experience recruiting in NCAA Division III
- Experience working at a private institution
- Experience working at a single-sex institution

**Work Environment:** Office and exterior locations.

**Expected Work Hours:** Extended hours expected as needed; evening and weekend work required.

**Physical Demands:** Extended periods of sitting/standing and working at a computer may be required. Ability to lift 20+ lbs.

**Travel:** Local and regional travel required; valid driver's license and insurability required.

**Other Duties:** This job description is not designed to cover or contain a comprehensive listing of activities, duties or responsibilities that are required of the employee. Other duties, responsibilities and activities may change or be assigned at any time with or without notice.

**How to Apply:** If applying for a faculty or staff position, please submit a Sweet Briar College employment application, cover letter, résumé and three professional references to [admissionsdir@sbc.edu](mailto:admissionsdir@sbc.edu).