

**Silver Lake College of the Holy Family  
Position Description**

**TITLE:** Dean of Admissions and Financial Aid

**DIVISION/DEPARTMENT:** Admissions and Financial Aid

**REPORTS TO:** President

**FLSA STATUS:** Full-time Regular, Exempt

**DOES POSITION SUPERVISE OTHERS:** Yes

**MOST RECENT REVISION:** December 2018

**WORK SCHEDULE:** Employed for a 12 month basis with a standard work week or as identified in the most recent revisions of the Employee Handbook or as determined by immediate supervisor. A considerable amount night and weekend hours may be required. Travel requirements may at times result in the employee being away from home.

**PRIMARY PURPOSE:** The Dean of Admissions and Financial Aid leads the Offices of Admissions and Financial Aid and is responsible for planning and implementing effective strategies to attract new undergraduate and graduate students (including all types of student programs – traditional, accelerated degree completion, online, and graduate programs); leading the admissions and financial aid staff with enthusiasm, professionalism and a knowledge of best practices; coordinating with faculty, staff and students to reach institutional new student recruitment and overall enrollment goals. The Dean of Admissions and Financial Aid works collaboratively with the College’s Marketing staff to develop overall marketing strategy, and communications activities that strengthen and distinguish Silver Lake College of the Holy Family’s identity and mission as a Catholic, Franciscan institution.

**ESSENTIAL DUTIES AND RESPONSIBILITIES:**

Note that all functions described below must be performed, and it is normally the responsibility of the individual in this position to perform them and/or see that they are performed. Functions are categorized as essential and marginal so that consideration can be given to accommodating a person with a disability by reassigning one or more marginal functions if it is practical for such function(s) to be performed by other employee(s).

**ESSENTIAL FUNCTIONS:**

1. Achieve the goals and objectives for enrollment of freshmen and transfer and graduate students.
2. Provide leadership and direct supervision for the dedicated individuals that make up the Admissions Team. Hire, train, and evaluate admissions staff. Promote professional development as appropriate.
3. Provide leadership and direct supervision for the Director of Financial Aid and ensure that all financial aid processes and services implement best practices and are delivered in a timely manner with the highest level of customer service to support new student recruitment and overall retention efforts in addition to complying with all federal and state laws. This includes ensuring that appropriate processes, policies and initiatives are in place so that all new and returning students have completed the financial aid application process, submitted all required

information, and have received and understand their financial aid award prior to attending classes at the beginning of each semester.

4. Ensure that the College's admissions process for all student populations is aligned with institutional goals and implements best practices within the higher education industry in regards to documenting student preparedness for undergraduate and graduate academic programs.
5. Develop and implement an annual new student recruitment plan that allows for the on-going assessment and evaluation of new or improved recruiting strategies, the continued identification of potential new target market segments, and that responds to shifts in external trends.
6. Collaborate with the Marketing Office in implementing marketing plans to support the College's new student recruiting efforts.
7. Collect, analyze, and use marketing and admissions data to assess key internal benchmarks and to determine trends within the higher education market place to inform other College planning efforts.
8. Collaborate with the President, the Director of Financial Aid and the Chief Financial Officer to develop an annual plan for awarding institutional aid to support the achievement of new student recruitment goals within assigned financial parameters including the development of regular reports to track periodic progress towards the achievement of target discount rate levels.
9. Develop and implement an annual plan to maximize the positive impact of the College student-to-student recruitment efforts to assist in the achievement of new student recruitment goals. Provide leadership to the recruitment, training, and on-going development of a high quality team of student workers or student volunteers to provide tours to prospective student visitors and other student-to-student recruitment efforts.
10. Ensure that the prospective student visit experience is a positive, engaging experience where students and their families learn the benefits of a Silver Lake College of the Holy Family education. Provide regular reports to the President regarding the quantity and type of visits by various student segments as well as to track the yield of different visit types to ensure that all visit types are successful in assisting with the achievement of new student recruitment goals.
11. Develop and administer an annual admissions and financial aid operating budget.
12. Provide regular progress reports to the President and the President's Cabinet regarding achievement of new student enrollment goals.
13. Understand the competitive position of the College and promote its strengths.
14. Participate as a member of the President's Cabinet.
15. Serve as the Staff Liaison to the Enrollment Management and Marketing Committee of the Board of Trustees. Work with the chairperson of that committee proactively ahead of all meetings to set meeting agenda topics and ensure a focus on seeking trustee input on future initiatives and planning with an appropriate level of information reporting and analysis of past new student recruitment results.
16. Collaborate with the Deans Council, the Dean of Students, and other faculty and staff to ensure effective persistence to graduation initiatives are implemented and assessed for effectiveness including ensuring effective new student transition and matriculation processes (i.e. student

registration days, summer orientation events, coordination of new student information and necessary documentation for matriculation for all necessary forms and processes, etc.

17. Participate on campus-wide committees.
18. Be familiar with and enforce College policies and regulations and state and federal laws.
19. Performing other duties and tasks as appropriately assigned which contribute to achieving the goals of the College in particular and the well-being of the College in general.

**MARGINAL FUNCTIONS:**

1. Perform routine office functions such as filing and copying.
2. Participate in logistical activities such as delivering materials to and picking up materials from the campus print shop and mailroom, storage areas, vendor facilities and other locations.

**SUPERVISORY RESPONSIBILITIES:**

1. Supervise the admissions and financial aid staff and student staff. Evaluate staff structure, training, job descriptions, personnel scheduling, and evaluation of professional staff performance. Develop departmental goals and objectives and evaluation processes in conjunction with the staff and consistent with the Silver Lake College of the Holy Family strategic plan.

**RECOMMENDED SKILLS/COMPETENCIES:**

1. Clear commitment to and understanding of the mission of a comprehensive college with a liberal arts and professional focus with a substantial resident student population. Commitment to an environment that nurtures compassion, cooperation, diversity and academic excellence.
2. The ability to formulate, articulate, and implement an innovative strategic vision that increases the reputation of Silver Lake College of the Holy Family locally, regionally, and nationally, and that demonstrates a commitment to the College's mission, its Catholic identity and Franciscan values.
3. Experience in leading integrated new student recruitment initiatives and managing communications and marketing initiatives in both traditional and emerging communications platforms (i.e. social media and web 2.0).
4. Effective leader who is adept at managing change, and who can inspire those inside and outside their direct sphere of control. Exceptional ability to build relationships with people from diverse areas of the College and external "key influencers".
5. Experience setting and achieving long-term strategic goals as well as the temperamental and intellectual agility to respond effectively to urgent items as they arise.
6. Proven expertise as both a strategic thinker and a project manager with a keen ability to synchronize the two and be a "roll up the sleeves" type of leader willing to work side-by-side with colleagues to achieve the College's recruitment goals.

7. An accomplished juggler, who has the ability to keep multiple projects moving forward simultaneously, while anticipating the future, and maintaining flexibility, high energy, creativity, and attention to detail.
8. Proficiency with Jenzabar EX or another student information system and the ability to work with data to build effective reports for decision making and tracking of new student enrollment.
9. The ability to serve as a positive representative of Silver Lake College of the Holy Family to the internal and external community.
10. Exemplary writing and editing skills.
11. Demonstrated communication and listening skills, including an understanding of how and when to solicit input from a wide variety of stakeholders, how to effectively convey both potential solutions and tradeoffs in return, and how to ensure that critical information is relayed broadly, transparently, and proactively to a variety of College constituencies.
12. Capacity to work collaboratively and strategically with cross-institutional offices and staff.
13. A demonstrated ability to produce quality work within budget, meet deadlines and manage multiple projects.
14. Unquestioned integrity, sound judgment, considerable energy.
15. The quantitative skills to make data-informed decisions regarding the institution's needs combined with the communication skills to present these findings persuasively to colleagues and stakeholders in a compelling narrative.
16. The ability to problem solve by analyzing issues and creating action plans.
17. The ability to hire, train, set a vision for, supervise and evaluate professionals in admissions and financial aid including managing systems and databases related to admissions and financial aid functions.
18. The ability to work effectively as a member of a staff where cooperation and teamwork are essential.
19. Knowledge of the organization and operation of the College, both administratively and academically.
20. The ability to maintain confidentiality and confidential written information.

**EDUCATION:**

1. A Bachelor's degree from an accredited institution is required.
2. A Master's degree is preferred.

**EXPERIENCE:**

1. Minimum of 5 years of experience within the higher education admissions or financial aid field including the supervision of full-time staff is required.

**LICENSES:**

1. A valid driver's license is required.

**ADDITIONAL EMPLOYMENT REQUIREMENT:**

1. Must have successful completion of criminal background record and reference checks.

**APPLICATION INSTRUCTIONS:**

Applicants are asked to submit a cover letter, resume and three professional references to human.resources@sl.edu. While we appreciate every applicant's interest, only those under consideration will be contacted. Silver Lake College of the Holy Family is an Equal Opportunity Employer.

***A WORD ABOUT THE NATURE OF JOB DESCRIPTIONS***

It is believed that this job description is accurate as of its latest revision date. However, changes to job descriptions may be appropriate in the future. Changes may result from advances in technology, adjustments to the University's operations, and other factors. The University will endeavor to, whenever practical, involve the incumbent in developing such changes. Furthermore, all employees are encouraged to suggest changes to their job descriptions which they feel will result in improved effectiveness of University operations and/or make the job more satisfying and rewarding to the employee.

I have reviewed and acknowledge receipt of this job description.

Signature of  
Employee: \_\_\_\_\_ Date: \_\_\_\_\_