



Director, Admission Center and Visitor Relations

Job Description

JOB INFORMATION

<i>Job Code:</i>	137689
<i>Job Title:</i>	Director, Admission Center and Visitor Relations
<i>FLSA Status:</i>	Exempt
<i>Supervisory:</i>	Manages through multiple layers of subordinate supervisors.
<i>Job Family:</i>	Student Programs
<i>Job Family Group:</i>	Student Support Services
<i>Management Level:</i>	4 Administrator

JOB SUMMARY

Directs and oversees administrative operations, research, and all centralized programs for the USC Admission and Visitors Center. This position is responsible for directing the comprehensive Admission Center programs and services provided to all prospective and admitted students locally, nationally and throughout our global territories. Provides leadership, guidance and oversight of all administrative and operational functions, including business strategy, formal presentations, systems training/enhancements, and program planning for specialized and standard tours.

JOB QUALIFICATIONS:

Education

<i>Req</i>	<i>Pref</i>	<i>Degree</i>	<i>Field of Study</i>	
X		Bachelor's degree		
	X	Master's degree	Management	Or
	X	Master's degree	Post-Secondary Education	Or
	X	Master's degree	in related field(s)	

Additional Education

Check here if experience may substitute for some of the above education.

☐ Combined experience/education as substitute for minimum education

Work Experience

<i>Req</i>	<i>Pref</i>	<i>Work Experience</i>	<i>Experience Level</i>	
X		7 years	in admissions with management experience as director or associate director	

Additional Work Experience

Check here if education may substitute for some of the above work experience.

☐ Combined experience/education as substitute for minimum work experience

Knowledge, Skills and Abilities

<i>Req</i>	<i>Pref</i>	<i>Functional Skills</i>
X		Experience in computer systems, budget management, personnel and public speaking.

Other Job Factors

- No set schedule. Will have to work weekends, evenings and/or holidays, based on business necessity.

JOB ACCOUNTABILITIES

	% Time	Essential	Marginal	N/A
Oversees the design, administration, coordination and evaluation of all student-led campus tours (e.g., USC Ambassador Program). Creates, implements and executes the delivery of effective on-campus, off-campus and online visits for all student populations and key enrollment partners aligned with the strategic goals of the university.				
Directs the planning, implementation and management of the university's admission center programs to ensure standardization of all university branding messages.				
Serves as central authority and leading public relations representative to all prospective and admitted students, visitors and guests for assigned programs and tours. Develops and monitors communication strategy and marketing plans for all Admission Center conversion programs.				
Works collaboratively with senior leadership to ensure consistency and cohesiveness of national and international programs. Leads and develops a variety of visitor programs for academic departments and other university entities.				
Serves as the key spokesperson and program presenter to university visitors (e.g., prospective students, families, educational institutions, civic and community organizations). Provides critical leadership in conversion process by offering formal presentations to university visitors and high-profile guests.				
Serves as the primary public relations representative to prospective students, families and outside agencies by providing consultative services concerning the admission process. Directs and controls critical communication with campus constituencies, volunteers, prospective students and parents by serving as an official source of information on undergraduate admission issues.				
Develops ongoing assessments of all programs. Implements continuous process improvement protocols and systems. Develops enhanced survey protocols to strengthen staff development training and determine visitor satisfaction. Provides recommendations to enhance centralized admission services for consideration by the dean and assistant dean.				
Designs and creates new tours (e.g., creating additional routes, timing, scripts, visual aids and training materials. Works collectively with relevant stakeholders to design infographics, website updates, brochures and other materials for programs offered by the Admission Center.				
Plans and administers department budgets. Conducts financial analysis to determine projected expenses for tours, presentation facilities and other costs. Manages procurement processes. Implements strong internal budget review and control. Leads the departmental budget projection process and works collaboratively with the Senior Business Officer to assess annual budget goals.				
Directs the development and maintenance of information systems and procedures to ensure accurate visitor data and timely access to information. Assesses adequacy of existing systems and collaborates with central IT team and business vendors to direct changes and modifications, as needed.				
Directly or indirectly supervises all Admission Center staff, through subordinate managers and supervisors. Determines staffing needs based on goals, objectives, campus tour schedules and programs. Oversees the recruitment, hiring, training and supervision of all student staff. Responsible for creating and maintaining a positive work environment that is motivating and empowering to students. Creates a "culture of excellence" throughout all Admission Center activities.				
Counsels prospective students regarding university admission policies and procedures. Evaluates admission application materials and works with the admission team to determine admissibility during critical file reading periods. Works autonomously to make highly individualized admission decisions. The director is required to use an approach based on comprehensive evaluation of the qualitative and quantitative aspects of the materials - combined with a thorough understanding of the university's educational philosophy and enrollment goals.				

Other Requirements

<i>Essential:</i>	<i>Emergency Response/Recovery</i>	<i>Essential:</i>	<i>Mandated Reporter</i>
	In the event of an emergency, the employee holding this position is required to “report to duty” in accordance with the university’s Emergency Operations Plan and/or the employee’s department’s emergency response and/or recovery plans. Familiarity with those plans and regular training to implement those plans is required. During or immediately following an emergency, the employee will be notified to assist in the emergency response efforts, and mobilize other staff members if needed.		A mandated reporter who in his or her professional capacity has knowledge of, or reasonably suspects a person who is under the age of 18 years, elderly, or a dependent adult has been the victim of abuse or neglect must report the suspected incident. The reporter must contact a designated agency immediately or as soon as practically possible by telephone or in writing within 36 hours. By virtue of the associated job duties, this position qualifies as a mandated reporter as required by state law and USC’s policy at: https://policy.usc.edu/mandated-reporters/
<i>Campus Security Authority (CSA)</i>			<i>Essential:</i>
By virtue of the associated job duties, this position qualifies as a Campus Security Authority as required by law and USC’s policy at: https://dps.usc.edu/alerts/clery/			Yes

ACKNOWLEDGMENTS

The above statements reflect the essential and non-essential functions as necessary to describe the principle contents of the job. They are not intended to be a complete statement of all work requirements or duties that may be required of the position. I understand that I may be asked to perform other duties as assigned. USC reserves the right to add or change duties at any time.

The University of Southern California is an Equal Opportunity Employer. USC prohibits discrimination on any basis protected under federal, state, or local law, regulation, or ordinance or university policies. All employment decisions are based on individual qualifications and business need.

I acknowledge receipt of this job description and its associated physical requirements. I have read and understand the job description and job requirements and agree to abide by their contents. I realize that duties may be requested of me that are not specifically stated herein. I understand that I will be expected to adjust to potential fluctuations in work volume. I understand that, if I have any questions about the essential functions or expectations of my position, my supervisor and/or HR partner are available to discuss them with me.

Print Employee Name

Signature

Date

Print Manager Name

Signature

Date

This job description describes the general nature and level of work required by the position. It is not intended to be an all-inclusive list of qualifications, skills, duties, responsibilities or working conditions of the job. The job description is subject to change with or without notice, and Management reserves the right to add, modify or remove any qualification or duty. Nothing in this job description changes the existing at-will employment relationship between the university and the employee occupying the position.