



Assistant Director of Admission Operations

Job Scope

Reporting to the Director of Propel Career Academy, the Assistant Director of Admission Operations provides leadership and supervision to the planning, development, coordination, and implementation of the admissions services of Propel Career Academy. Primary functions include managing the admissions student information system, implementing marketing strategies, liaising between the academy and various educational institutions and industry professionals, and establishing relationships with prospective students and families. The assistant director assists with implementing all policies and procedures about the academy's admissions services for all students. The assistant director provides leadership and oversight to day-to-day operations in admissions, including print and electronic communications, report preparation, on-campus student experiences, and offsite recruitment efforts.

Responsibilities

- Implement a comprehensive marketing strategy to attract prospective students.
Represent the academy at high schools, college career fairs, industry events, and other recruitment activities.
Build and maintain relationships with teachers, counselors, faculty, career services, and student organizations to promote our organization.
Build and maintain relationships with industry leaders and community members.
Responsible for implementing and overseeing a new CRM, working with the vendor implementation team, IT, and campus leadership.
Under the direction of the Director, develop timely, relevant, and engaging communication plans to support student matriculation through each phase of the enrollment process.
Apply laws and regulations from the Texas Workforce Commission, Propel Career Academy, and other state or federal laws of admissions.
Maintain accurate student documentation of required steps, procedures, forms, documents, tours, financial aid, and payment plans.
Utilize social media platforms to engage with prospective students and promote our organization.
Conducts research, designs questionnaires for current students, analyzes questionnaire results, and leads focus groups to adjust recruiting strategies and materials.
Maintains recruiting operations by following policies and procedures and reporting needed changes.
Improves quality results by studying, evaluating, and re-designing processes and implementing changes.
Updates job knowledge by participating in educational opportunities, reading professional publications, participating in professional organizations, and keeping current with legal guidelines and requirements.

As an EEO/Affirmative Action Employer all qualified applicants will receive consideration for employment without regard to race, color, religion, sex, sexual orientation, gender identity, national origin, disability, veteran status.



Creates a resource-rich environment for students and teachers concerning career planning.
Prepare and distribute reports as mandated by federal, state, and academy

- requirements.
Protect the confidentiality of all student records

Requirements

- Bachelor's degree in Human Resources, Business Administration, or a related field
Six (6) months of experience related to the above-described duties
Strong interpersonal and communication skills
Ability to build and maintain relationships with prospective students, parents, faculty, and career services
Familiarity with recruiting software and applicant tracking systems
Excellent organizational and time management skills
Ability to work independently and as part of a team
Personal transportation and a valid driver's license are required for the position.
Ability to travel up to 50% during peak recruiting times.

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