Director of Admissions

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THE UNIVERSITY of OLIVET

The University of Olivet seeks an experienced, student-centered, and results-oriented leader to serve as **Director of Admissions**, with primary responsibility for campus undergraduate admissions. Reporting to the Vice President for Recruitment Marketing & Enrollment, the Director of Admissions provides day-to-day leadership and operational oversight of the campus undergraduate admissions function, ensuring the effective execution of recruitment strategies, counselor performance, campus visit programs, and yield initiatives.

The Director plays a critical role in translating recruitment marketing strategy and enrollment goals into high-quality, personalized admissions experiences that support access, belonging, and student success. The position works in close collaboration with the Director of Online Undergraduate & Graduate Admissions to ensure alignment across enrollment markets, while maintaining clear focus on the distinct needs of the campus undergraduate population.

*Appointment at the **Senior Director of Admissions** level may be considered based on experience, scope of prior responsibility, and demonstrated readiness for expanded leadership.*

Position Overview

The Director of Admissions serves as the University's senior operational leader for campus undergraduate admissions and is responsible for managing the admissions team, overseeing recruitment territories and travel strategies, directing campus visit and yield programs, and ensuring consistent, mission-aligned engagement with prospective students and families.

The Director is accountable for meeting enrollment targets, improving conversion rates across the admissions funnel, and fostering a culture of professionalism, collaboration, and continuous improvement within the admissions team. The role emphasizes strong execution, sound judgment, and the ability to lead through change in a dynamic enrollment environment.

Key Responsibilities

Admissions Operations & Execution

- Provide day-to-day leadership and supervision of the campus undergraduate admissions team, including admissions counselors, visit coordinators, and support staff.
- Oversee recruitment territories, travel planning, and counselor outreach strategies aligned with institutional priorities and market opportunities.
- Ensure consistent, timely, and high-quality communication with prospective students and families throughout the admissions process.
- Manage application review processes, admissions decisions, and enrollment communications in alignment with University policies, access commitments, and enrollment goals.

Campus Visit & Yield Strategy

- Lead the planning and execution of campus visit programs, including individual visits, open houses, admitted student events, and yield-focused initiatives.

- Ensure campus visit experiences reflect Olivet's relational culture and emphasize meaningful connections with faculty, staff, and current students.
- Monitor visit conversion, melt, and yield data and implement improvements to strengthen enrollment outcomes.

Team Leadership & Development

- Recruit, train, mentor, and evaluate admissions counselors and staff.
- Foster a team culture that emphasizes accountability, collaboration, student-centered service, and data-informed decision making.
- Support professional development and ongoing training in admissions best practices, CRM usage, and effective communication strategies.

Data, CRM, and AI-Enabled Practices

- Utilize Slate, Halda, and related CRM tools to manage admissions workflows, counselor activity, and prospective student engagement.
- Apply data and predictive insights to prioritize outreach, refine recruitment strategies, and improve funnel performance.
- Support the adoption of AI-enabled tools and practices that enhance personalization, efficiency, and counselor effectiveness, in alignment with University strategy and leadership expectations.

Collaboration & Institutional Alignment

- Work closely with the Vice President for Recruitment Marketing & Enrollment to execute recruitment strategies and meet enrollment targets.
- Collaborate with the Director of Online Undergraduate & Graduate Admissions to ensure coordination across markets and consistency of student experience.
- Partner with Marketing, Financial Aid, Academic Affairs, Student Affairs, Athletics, and other campus stakeholders to support integrated recruitment and enrollment efforts.
- Represent admissions in campus-wide initiatives related to enrollment, student success, and institutional priorities.

Qualifications

Required

- Bachelor's degree required; Master's degree preferred.
- Minimum of 3–5 years of progressive experience in undergraduate admissions, with demonstrated leadership responsibility.
- Proven success in meeting enrollment goals and managing admissions teams or recruitment territories.
- Strong interpersonal, organizational, and communication skills.

- Experience working with CRM systems and data-informed recruitment practices.

Preferred

- Experience in private, mission-driven, or liberal arts institutions.
- Familiarity with AI-enabled enrollment tools and predictive analytics, with demonstrated interest in learning and leading effective adoption.
- Knowledge of Michigan or Midwest recruitment markets.
- Experience leading campus visit and yield programs.

Leadership Attributes

- Student-centered and mission-aligned, with a commitment to access, belonging, and individualized student success.
- Strong operational leader who balances empathy with accountability.
- Comfortable translating strategy into action and managing multiple priorities.
- Collaborative partner who works effectively across teams and divisions.
- Adaptable, organized, and responsive in a fast-paced admissions environment.

Location

The University of Olivet is located in Olivet, Michigan, a small college town centrally positioned between major Midwest population centers, including Lansing, Detroit, and Chicago.

Application and Nomination

Review of applications will begin immediately and continue until the position is filled. The anticipated start date is early 2026.

To apply: Please provide a cover letter and resume or CV through the University's portal by clicking **here**.

The University of Olivet is an equal opportunity employer and is committed to building a diverse and inclusive campus community. Women and members of historically underrepresented groups are strongly encouraged to apply.
The University of Olivet is an equal opportunity employer and does take affirmative steps to employ women and minorities. Founded in 1844, The University was the first college by charter in Michigan to admit women and people of color. As part of its commitment to a values-based mission of Education for Individual and Social Responsibility, the College actively seeks diversity in its students, faculty and staff. Women and members of historically underrepresented groups are strongly encouraged to apply.

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