Office of Admissions Opportunity at the University of Iowa

POSITION OVERVIEW

Department: Office of Admissions
University Classification: Adm & Enroll Svcs Couns/Eval | Ul Job Code: PCD1 | Pay Level: 3A
Working Title: Manager, Campus Tour Programs

Percent Time: 100% (40hrs/wk.) | Position Type: Regular P&S, Ongoing
Administrative Supervisor: ☐ Yes ☒ No (students only)
Reports to: Coordinator, On Campus Programs
Compensation: $41,000-$45,000 hiring range

POSITION SUMMARY

The Manager of Campus Tour Programs leads the University of Iowa Tour Programs in the Office of Admissions and provides direct support to the Campus Visit Experience Team. You will support the planning and execution of student recruitment/outreach events and daily visit activities.

Your responsibility is to lead an innovative tour program that serves prospective students and their guests in all tour related activities including but not limited to campus walking and bus tours, residence hall tours, bilingual tours, running tours, food crawls and Iowa City downtown tours. You will provide oversight to the undergraduate tour guide coordinators, as well as recruit, hire, and provide regular ongoing training, support and supervision to our undergraduate student tour guides. In this role you will also recruit, hire and facilitate training for STARS Network Ambassadors as well as coordinate programming for all on and off-campus STARS Network events.

WHAT YOU DO

Recruit Students: Promote the University to the Public
• Plans, coordinates, and manages all student tour programs.
• Hires, trains, and supervises student supervisors and student tour guides.
• Designs/implements student tour guide training programs.
• Oversees student tour guide program scheduling.
• Develops comprehensive tour planning and implementation timelines, determines required resources and logistics.
• Supports the planning, implementation, and assessment of recruitment programs and services.
• Develops comprehensive event planning and implementation timelines, determines required resources, reservation and confirmation procedures, communications, and logistics.
• Researches and makes recommendations regarding event logistics and best practices, including staff involvement, roles, and responsibilities for event implementation. Collect event data, create periodic reports, and develop survey/feedback instruments.
• Trains staff, part-time student employees, and student volunteers on event content, objectives, purpose, and their roles and responsibilities in assisting with planning and execution of STARS Network events and Admission outreach events.
• Assists with hiring, selection, supervision, and evaluation of STARS Network Ambassadors who support the planning and implementation outreach programs and events. Functionally supervise/advise student volunteers (STARS) assisting with outreach events.
• Assists with printed marketing, multimedia, and other public relations materials for programs in coordination with the Office of Admissions – Strategic Communications & Marketing team.
• Provides specific support for, but not limited to: Reservation Area, Group Visits, Student Panels, Daily Visit check-in, Hawkeye Visit Days, Admitted Student Days, College/Departmental events, Special Group Visits, and Student Panels.

Student Transition Services
- Assists campus departments/collegiate units with outreach efforts. Recruits students to meet departmental, collegiate and overall University enrollment goals and to assure a smooth transition to University life for students.
- Develops innovative tour content that provides in-depth information and encourages students to consider the University of Iowa.

**Systems Support and Development, Data Analysis, Research and Reporting**
- Works with Admissions colleagues to coordinate programs, data requests, and application/admission/pre-enrollment services for undergraduate students.
- Collects data and creates periodic reports.
- Researches and makes recommendations regarding best practices.

**Budget Oversight and Management**
- Manages budget priorities to provide the most cost-effective tour programming.
- Measures outcomes carefully to align resources with institutional priorities.
- Seeks efficiency measures that will result in cost savings or investment in new strategies or programming.

**Leadership and Supervision**
- Assists with hiring, selection, supervision and evaluation of tour guides, tour guide coordinators, and STARS Network Ambassadors.
- Trains staff, part-time student employees, and student volunteers on event content, objectives, purpose, and their roles and responsibilities in assisting with planning and execution of Admission outreach activities.

**HOW YOU DO YOUR JOB** (learn more about competencies and proficiency levels [here](#))

**Communicating for Effective Relationships** – Proficiency: *Working*
Knowledge and application of the communication techniques and relationship building skills that develop the ability to work with a variety of individuals and groups in a constructive and collaborative manner.

*What this looks like:*
- Demonstrates an understanding of alternative points of view.
- Explains issues in alternative ways to accommodate different listeners.
- Demonstrates both empathy and assertiveness when communicating a need or defending a position.
- Employs appropriate methods of facilitating collaborative communication.
- Works with others to address critical issues, resolves problems, and persuade or influence toward appropriate resolutions.

**Facilitating Student Transitions** – Proficiency: *Working*
Knowledge of and the ability to provide new incoming students with a welcoming environment and to help familiarize them with school facilities, policies, services, and expectations for college success and retention.

*What this looks like:*
- Introduces university facilities, services, policies and resources to transitioning students.
- Provides students with detailed information on course enrollment and registration.
- Provides guidance and assists students in developing skills to address their concerns about school life and studies.
- Explains university policies and standards to students, e.g. completion of degree requirements.
- Helps students acclimate to life at university through various methods.
Student Recruiting - Proficiency: Working
Knowledge of and ability to recruit students and promote the University to the public.

What this looks like:
- Researches the prospective student market for a specific geographical or student profile.
- Initiates relationships with prospective students, high school guidance counselors and other appropriate constituency groups.
- Plans and organizes various campus recruiting events.
- Maintains systems for tracking and recording prospective student information.
- Assesses students’ academic qualifications.

Team Management and Team Building – Proficiency: Working
Ability to form and manage effective teams.

What this looks like:
- Leads a team of people assembled to complete a specific project or task.
- Facilitates discussion of team goals, roles, needs, and responsibilities.
- Leads team meetings to review progress and performance, ensuring follow-up on previous decisions.
- Recognizes the contribution of each and every team member publicly.
- Participates in defining the ground rules for individual and team responsibilities.

UNIVERSITY EXPECTATIONS (see definitions and proficiency levels here)

Collaboration/Positive Impact - Proficiency: Basic
What this looks like:
- Grasps the inevitability and challenges of change and adapts accordingly. Utilizes learning opportunities to prepare for changing work, methods and work environment.
- Demonstrates civil and respectful behaviors valued within the organization.
- Provides and accepts ideas and suggestions in a constructive and helpful manner.
- Exhibits good teamwork; is approachable, cooperative, and contributes to an overall positive and productive work/team environment.

Diversity, Equity and Inclusion – Proficiency: Basic
What this looks like:
- Promotes a respectful, diverse, equitable and inclusive work environment in which concerns are addressed effectively.
- Can identify unit policies and practices that have a disparate impact on specific populations.
- Recommends policies and practices to advance an equitable, inclusive work environment and counter racism, sexism, and other forms of institutional bias.
- Forms respectful relationships with those representing diverse constituencies, and seeks regular input to better understand diversity, equity & inclusion issues and enhance recruitment efforts.
- Engages in on-going self-reflection and continues to advance their knowledge and skills related to diversity, equity and inclusion.

Service Excellence/Customer Service – Proficiency: Basic
What this looks like:
- Enhances service by seeking ways to add value to customer interactions/services.
- Demonstrates sincere concern and takes responsibility when a customer complains, even if the cause of the problem lies elsewhere.
- Listens to feedback without defensiveness and uses it to enhance communication effectiveness.
• Communicates in alternative ways to accommodate different listeners.

QUALIFICATIONS YOU BRING

Required

• A bachelor's degree or an equivalent combination of education and related experience or expertise.
• Reasonable (1-3 years) experience creating and managing program(s) or service(s) in a higher education setting. Collaborating with internal university academic units and student organizations.
• Demonstrates a working proficiency level in:
  • Understanding of the issues related to the decision-making process; ability to analyze.
  • Establishing and building healthy working relationships and partnerships with colleagues within and external to own unit, those to whom services are provided, vendors, the public, regulatory/governmental agencies, etc., all of whom may be seen as “customers” or receivers of services provided by the University.
  • Working with a variety of individuals and groups in a constructive and civil manner while appreciating the unique contribution of individuals from varied cultures, race, creed, color, national origin, age, sex, disability, sexual orientation, and gender identity.
• Demonstrates a extensive proficiency level in:
  • Ability to work effectively in a detailed, deadline-oriented team environment.
  • Ability to effectively manage multiple concurrent objectives, projects, or activities.
  • Effective communication concepts, tools and techniques; ability to effectively transmit, receive, and accurately interpret ideas, information, and needs through the application of appropriate communication behaviors.
  • The ability to form and manage effective teams.

Desired

• A Master’s degree in higher education or related field.
• Experience with higher education student recruitment.
• Considerable tour program experience (typically 3-5 years) in a post-secondary academic setting.
• Experience within the last 5 years in admissions work, educational agency serving college bound populations, or student service programs (student life, residence hall services, student organizations).

ABOUT THE OFFICE OF ADMISSIONS

The Campus Visit Programs offer a variety of program options from Hawkeye Visit Days, daily visits, virtual tours, one-on-one meetings and group visits. The Office of Admissions focuses on recruiting, welcoming and supporting potential and current students. We promote and communicate the vibrancy and culture of the community and fun on campus. Voted #1 Best College Town at Reviews.org, we are here to serve the best students in their educational journey.