



University Information

Org/College: [Office of the Provost](#)

Department: [Admissions](#)

UI Job Code: PCD2

Pay Level: 4A

Job Function: Academic Support

Job Family: [Admissions & Enrollment Services](#)

University Classification: Admissions and Enrollment Services Specialist/Coordinator

Department Information

Org/Dept/Sub-dept #: 02-4620-20000

Position #: 00138393

Working Title (if applicable): Assistant Director, Northeast Regional Representative

This Position Reports to (Title/Position #): Associate Director, National Recruitment / #00195855

Position Has Administrative Supervision? ☒ No ☐ Yes

Position Information

Position Overview: The Northeast Regional Representative will be responsible for managing admissions, recruitment, and outreach activities in the Northeast region for the University of Iowa. Primary travel responsibilities will be in New Jersey, Pennsylvania, Maryland, Virginia, and Washington D.C metro area with additional travel possible to meet recruiting needs. Working closely with senior admission team members, this position plans and executes strategies to meet enrollment goals while serving prospective students through the college search process. This position represents the University of Iowa at various student recruitment events and is expected to build relationships with prospective students and families, high school counselors, community-based organization leaders, independent college counselors and others involved in the college search process while also cultivating an active network of local alumni to leverage in recruitment activities.

This person will also be the designated Admission Counselor for prospective students in the states of Connecticut, Delaware, Maine, Maryland, Massachusetts, New Hampshire, New Jersey, New York, Pennsylvania, Rhode Island, Vermont, Virginia, West Virginia and Washington D.C.

In alignment with the Office of Admissions recruitment needs, the required remote location for this position is in Connecticut, Eastern Massachusetts (Boston Metro), New Jersey or Eastern Pennsylvania (Philadelphia Metro).

Salary: \$58,000 - commensurate

Campus Location: n/a

Work Modality: Remote from specific location

Percent Time: 100%

What You Do: (Key Areas of Responsibility)

Recruit Students: Promote the University to the Public (PCD2): Plan, implement and assess recruitment and yield programs and services. Plan and implement training for staff, students,

- Manage assigned recruitment territory to meet enrollment goals. This includes planning, executing, and evaluating recruitment activities and events (high school visits, college fairs, on- and off-campus events, direct outreach and communication).

<p>faculty, alums, and volunteers involved in recruitment programs and services. Coordinate recruitment (outreach) activities with campus and external partners. May make scholarship determinations.</p>	<ul style="list-style-type: none"> • Develop and cultivate relationships with prospective and admitted students and families, high school counselors, independent educational consultants, community college advisors, community-based organization leaders, educational agencies, and other individuals involved in the college search process. • Counsel and advise prospective students through the college search process by providing timely and accurate information and promptly responding to inquiries from students, parents and school counselors. • Utilize data tools to actively monitor territory analytics, provide reports and activity updates, and recommend appropriate strategies and tactics to achieve enrollment goals. • Cultivate a network of University of Iowa alumni and current parents and incorporate alumni/current student/parent engagement into student recruitment efforts in your territory. • Participate in Mid-Atlantic Regional Counselor Association (MARCA), Regional ACAC's, and Big Ten Academic Alliance organizations. This includes participation in the events and involvement and/or leadership roles within the organization if available.
<p>Student Transition Services (PCD2): Work with campus partners to develop, coordinate, implement and assess transition programs and services for new students.</p>	<ul style="list-style-type: none"> • Assist in the planning and execution of student transition programs as needed. • Provide information and advice to new students and parents about University life to ease their transition to the University (advising, orientation, registration, housing, placement tests).

Universal Competencies

<p>Collaboration/Positive Impact: Ability to work with a variety of individuals and groups in a constructive and civil manner and utilize existing resources and learning to achieve or exceed desired outcomes of current and future organizational goals/needs.</p>	<p>Proficiency Level: WORKING</p> <ul style="list-style-type: none"> • Shares appropriate information/feedback openly, professionally and respectfully. • Models open, respectful, accepting, and supportive behaviors with team members. • Maintains productive work relationships while considering multiple perspectives and using effective conflict resolution practices. • Aligns expectations for self and team to achieve work objectives and overcome obstacles.
<p>Service Excellence/Customer Focus: Ability to meet or exceed customer service needs and expectations and provide excellent service in a direct or indirect manner. Ability to effectively transmit and interpret information through appropriate communication with internal and external customers.</p>	<p>Proficiency Level: WORKING</p> <ul style="list-style-type: none"> • 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.
<p>Welcoming and Respectful Environment: Ability to foster a welcoming and respectful workplace environment while recognizing personal differences. Ability to work with a variety of individuals and groups in a constructive and respectful manner while appreciating the importance of a workforce that benefits</p>	<p>Proficiency Level: WORKING</p> <ul style="list-style-type: none"> • Maintains productive work relationships while considering multiple perspectives. • Resolves cross-cultural conflicts effectively. • Understands and describes the unit's commitment to creating a workplace environment where people of all backgrounds and perspectives feel welcomed and appreciated, and the reasons for its importance.

from the talents of all people across multiple characteristics, including: race, creed, color, religion, national origin, age, sex, pregnancy (including childbirth and related conditions), disability, genetic information, status as a U.S. veteran, service in the U.S. military, sexual orientation, gender identity, or associational preferences.

- Contributes to a welcoming and respectful workplace environment as described above.

Staff members are expected to meet reasonable standards of work quality and quantity, as well as expectations for attendance established by their supervisor. Staff members are also expected to comply with policies governing employee responsibilities and conduct, including those contained in the [University Operations Manual](#)

How You Do Your Job: (learn about competencies and proficiency levels [here](#))

Communicating for Effective Relationships:

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.

Proficiency Level: WORKING

- 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.

Decision Making and Critical Thinking:

Understanding of the issues related to the decision-making process; ability to analyze situations fully and accurately, and reach productive decisions.

Proficiency Level: EXTENSIVE

- Uses effective decision-making approaches such as consultative, command, or consensus.
- Differentiates assumptions, perspectives, and historical frameworks.
- Leverages experience in analyzing relevant data and assessing implications of alternatives.
- Identifies decision options and points and predicts their potential impact.
- Evaluates past decisions for insights to improve decision-making process.
- Makes sure assumptions and data are objectively analyzed in decisions.

Effective Presentations: *Knowledge of effective presentation tools and techniques; ability to present information to groups with the appropriate degree of formality.*

Proficiency Level: WORKING

- Prepares and delivers formal presentations to small and friendly audiences.
- Organizes key points and supporting information for a topic as appropriate for the audience.
- Provides a suitable level of detail using appropriate terminology.
- Anticipates and prepares for audience questions.
- Uses feedback on own presentations to improve.

Facilitating Student Transitions:

Knowledge of and the ability to provide new incoming students with a welcoming environment and to help familiarize them with school facilities,

Proficiency Level: WORKING

- Introduces university facilities, services, policies and resources to transitioning students.
- Provides students with detailed information on course enrollment and registration.

<i>policies, services, and expectations for college success and retention.</i>	<ul style="list-style-type: none"> 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.
Planning and Organizing: <i>Mobilizes both time and resources to get things done.</i>	<p>Proficiency Level: WORKING</p> <ul style="list-style-type: none"> Creates action plans that ensure the accomplishment of responsibilities. Breaks tasks into manageable steps that can be incorporated into a personal work plan. Surfaces potential bottlenecks or disruptions that could potentially get in the way of keeping a schedule. Monitors progress continuously and adjusts tactics for handling situations on a case-by-case basis. Escalates concerns over competing or conflicting priorities.
Relationship Management: <i>Ability to establish and build 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.</i>	<p>Proficiency Level: EXTENSIVE</p> <ul style="list-style-type: none"> Maintains productive, long-term relationships with "customers." Conducts periodic reviews of work effort, progress, issues, and successes. Creates opportunities to educate teams on "customer" priorities. Participates in defining the terms of the services provided in a collaborative relationship. Communicates to "customers" regarding expectations of all parties. Empowers others to establish collaborative, healthy relationships.
Student Admissions: <i>Knowledge of educational curriculum and student admissions systems; ability to determine and select potential candidates in a specific admissions qualification system.</i>	<p>Proficiency Level: WORKING</p> <ul style="list-style-type: none"> Operates a student admissions system and complies with standard policies and regulations. Explains university application requirements and processes to potential students. Provides potential candidates with correct curriculum information for the university's courses. Selects potential students for the university based on their qualifications and sends out offers. Inputs students' application information into the university information database for record keeping purposes.
Student Recruiting: <i>Knowledge of and ability to recruit students and promote the University to the public.</i>	<p>Proficiency Level: WORKING</p> <ul style="list-style-type: none"> 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.

Position Qualifications: *(for recruiting purposes only, fill when replacing position)*

Education (or equivalency) Required	<ul style="list-style-type: none"> Bachelor's degree or an equivalent combination of education and experience is required.
Experience Required	<ul style="list-style-type: none"> A minimum of three years of experience in undergraduate admissions work.
Competencies Required	<p>Demonstrates a WORKING proficiency level in:</p> <ul style="list-style-type: none"> Preparing and delivering effective presentations Managing multiple tasks and projects with autonomy, decision-making, and time organization. Ability to apply various communications techniques to accommodate a variety of audiences and balance multiple perspectives, including effective listening skills. <p>Demonstrates an EXTENSIVE proficiency level in:</p> <ul style="list-style-type: none"> Ability to analyze data and/or situations fully and accurately to reach productive decisions. Ability to establish and build healthy working relationships and partnerships with colleagues within and external to own unit
Special Qualifications Required	<ul style="list-style-type: none"> Must live in Connecticut, Eastern Massachusetts (Boston Metro), New Jersey or Eastern Pennsylvania (Philadelphia Metro) and be available to travel extensively. Overnight travel, evening, and weekend work is required. The ability to move boxes and materials up to 40 lbs. A valid driver's license and the ability to meet the University Driving Policy requirements.
Desirable Qualifications	<ul style="list-style-type: none"> Master's degree. 5 years' experience working in undergraduate admissions work. Experience working as a regional admissions representative is highly desired. Experience managing a recruitment territory and achieving enrollment goals is highly desired. Experience managing a Northeastern or Mid-Atlantic recruitment territory is highly desired. Knowledge of the nature, goals and objectives, and operational aspects of a college or university.