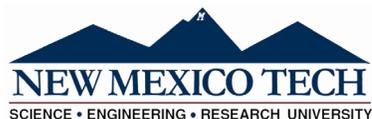


Posted: April 17, 2025



REVISED 04/17/2025
POSITION ANNOUNCEMENT

TITLE: DIRECTOR OF UNDERGRADUATE ADMISSIONS

DEPT: ADMISSIONS

REG

TEMP

FULL TIME

PART TIME

STARTING RATE or SALARY RANGE \$85,000 - \$95,000

Employees being promoted to a higher classified position receive the minimum for the position or a pay rate adjustment of 8% whichever is greater.

All regular positions also entitle the employee to several benefits including health, dental, vision, life insurance, and retirement which is largely paid by New Mexico Tech for the employee and dependents.

INTERNAL POSTING THROUGH: Concurrent*

CONSIDERATION WILL BE GIVEN FIRST TO TEMPORARY AND REGULAR TECH EMPLOYEES WHO APPLY WITHIN THE 7 DAY INTERNAL POSTING. APPLICATIONS RECEIVED AFTER THE 7 DAY POSTING MARGIN WILL BE CONSIDERED WITH OTHER OUTSIDE APPLICANTS.

JOB SUMMARY:

New Mexico Tech (NMT), a premier STEM university, seeks an innovative, data-driven, and student-focused **Director of Undergraduate Admissions** to lead and grow undergraduate enrollment through strategic enrollment marketing, recruitment, and admissions initiatives. The Director will focus on increasing enrollment of **new first-time and transfer students** from **New Mexico, out-of-state**, and **international** markets. This role is key to advancing the university's strategic goals and reinforcing its reputation as a top destination for science, engineering, and technology education.

JOB FUNCTIONS:

Strategic Enrollment Growth

- Lead the development and execution of comprehensive strategies to increase enrollment of first-time and transfer undergraduate students.
- Analyze enrollment trends, identify new market opportunities, and develop data-informed recruitment and outreach plans.
- Collaborate with the Associate Vice President for Enrollment Management and campus stakeholders to set annual undergraduate enrollment goals and implement actionable plans to meet them.

Recruitment & Outreach

- Oversee recruitment efforts across New Mexico, nationally, and internationally, ensuring a robust and diverse applicant pipeline.
- Develop partnerships with high schools, community colleges, international schools, and educational agents.

- Coordinate and personally represent New Mexico Tech at college fairs, school visits, and outreach events.
- Implement technology to expand the university's geographic reach, providing appointments, campus tours, and events to those outside our region.
- Collaborate and lead a campus-wide initiative to recruit prospective students, including faculty, to engage with high school and community college teachers and prospective students.
- Lead an alumni engagement plan that expands the reach and effectiveness of our recruitment nationally and internationally.
- Develop KPIs for team members and others working in recruitment to ensure the effective execution of the yearly undergraduate recruitment plan in relation to the Strategic Enrollment Plan.

Enrollment Marketing

- Partner with Marketing and Communications to design and execute targeted campaigns that promote New Mexico Tech's distinct academic programs and research opportunities.
- Lead the use of digital tools (CRM, social media, email marketing, virtual events, etc.) to engage prospective students and families throughout the recruitment funnel.
- Develop a comprehensive and dynamic CRM outreach system that reflects the unique personal attributes of each prospective student and influencer.
- Collaborate with Marketing and Communications to ensure trackable and actionable outcomes tied to every ad campaign that lead to personalized communication to prospective students and influencers.
- Ensure the delivery of a compelling and personalized prospective student experience across all channels.

Admissions Management

- Supervise and develop a results-driven undergraduate admissions team, fostering a culture of collaboration, innovation, and accountability.
- Oversee the holistic application review process, including transfer credit evaluations, ensuring efficiency and alignment with institutional values.
- Maintain and optimize the use of admissions technology and data systems (e.g., Slate) to track performance, inform decisions, and improve outcomes.
- Maximize efficiency by eliminating manual processes and ensuring a quick reply to inquiries and processing of applications.

REQUIRED QUALIFICATIONS:

Master's degree required in Higher Education Administration, Marketing, or a related field preferred. Minimum of 5 years of progressively responsible experience in domestic undergraduate college admissions management. Minimum of 3 years of progressively responsible experience in international undergraduate college admissions management. Demonstrated success in growing undergraduate enrollment, especially among first-time and/or transfer students. Experience in territory management and recruitment, including domestic and international markets. Strong leadership and team development skills. Proficiency with CRM systems (preferably Slate), data analytics, and digital marketing tools. Willingness and ability to travel regularly, including evenings and weekends as needed.

DESIRED QUALIFICATIONS:

Knowledge of the higher education landscape in New Mexico and the broader region. Experience working with STEM-focused institutions or highly academic student populations. Bilingual in Spanish or another language commonly spoken by prospective students. Experience building or strengthening transfer pipelines from community colleges, and growing out-of-state and international enrollment.

LIFTING REQUIREMENTS:

(f)requently, (o)ccasionally, or (s)eldom

0 - 15 pounds	F
15 - 30 pounds	F
30 - 50 pounds	O
50 - 100 pounds	S
100 + pounds	S

PHYSICAL DEMANDS:

Standing 25%	Sitting 50%	Walking 20%	Pulling
Pushing	Lifting 5%	Stooping	Kneeling
Crawling	Climbing	Reaching	Other

Interested candidates should submit a resume, cover letter, and three professional references to nmtjobapps@npe.nmt.edu. Applications will be reviewed on a rolling basis.