



University of New Haven

Search 17-99A  
DIRECTOR OF ADMISSIONS  
LYME ACADEMY COLLEGE OF FINE ARTS

The University of New Haven invites applications and nominations for the position of Director of Admissions at Lyme Academy College of the Fine Arts (LYME).

LYME has been, since 2014, one of five colleges of the University of New Haven, a private, comprehensive university which enrolls 6800 students at the undergraduate and graduate level. Under the leadership of President Steve Kaplan, the University has doubled the size of its operating budget and its undergraduate student body and has invested over \$200 million in new facilities and renovation.

Reporting directly to the Associate Vice President for Enrollment Management and the Campus Dean for LYME, the director will be responsible for the oversight of the entire staffing and operations for the Office of Admissions at Lyme Academy College of Fine Arts. Responsibilities include the coordination of student search, oversight of marketing and outreach projects, oversight of all in-person and online recruitment initiatives, and supervising an admissions staff that includes a senior assistant director of admissions and an assistant director of admissions. In addition, this position will also be responsible for assisting with the recruitment of students for our main campus Department of Art and Design.

LYME is located in the village of Old Lyme on the eastern bank of the Connecticut river. It is accredited by the National Association of Schools of Art and Design and is a member of the Association of Independent Colleges of Art and Design. Students at LYME can take advantage of course offerings and study abroad available to all UNH students.

The Director of Admissions will be expected to be an innovative leader, a skillful communicator, and an entrepreneur with a strong background in analytics. The Director should have a minimum of five years' experience. The preferred candidate will also possess the following attributes:

- The ability to work with prospective students, guidance counselors, and school administrators in the development of a consistently strong applicant pool.
- The desire to be part of a transformative arts education experience.
- A collaborative approach to working with faculty and professionals in marketing and communications in the achievement of enrollment goals.

- The ability to understand and communicate the unique benefits of a specialized campus dedicated to the fine arts, coupled with a comprehensive university which offers – among others – programs in graphic design, interiors design, architecture, music, theatre, and film studies.

Review of applications will continue until a director is appointed. Salary will be highly competitive. Applicants should submit a letter summarizing interest and background, a CV, and five references.

Applications and nominations for Search 17-99A should be sent via email to [hrdept@newhaven.edu](mailto:hrdept@newhaven.edu) (electronic submission is preferred) with the search number 17-99A listed in the subject line.

### **CORE DUTIES:**

- Establish and help to achieve enrollment goals and objectives for new undergraduate students
- Evaluate applications for admission and supervise portfolio evaluations performed by admissions staff.
- Monitor the admission profiles of incoming undergraduate students, maintaining the admission standards for new undergraduate students entering the Lyme Academy.
- Plan and supervise recruiting efforts of admission staff and students.
- Coordinate travel arrangements for admission staff, including registration for National Portfolio Days, NACAC Visual and Performing Arts College Fairs, and high school visits.
- Oversee Portfolio Prep Days and Day at Lyme programs for art students.
- Manage the cultivation and recruitment of prospective students, applicants, and students admitted to the college.
- Coordinate and manage all student search initiatives, including College Board, National Research Center for College and University Admissions, College Bound Scholarship Service, and ACT.
- Provide oversight and content for all social media outlets used in recruitment.
- Oversight of clerical and data entry operations.
- Assist with and provide oversight to budget planning and management, financial aid and scholarship development, and management of discount rate.
- Mentor and educate staff to ensure highest level of quality service is provided.
- Serve as primary or secondary speaker at on- and off-campus events for prospective students and families when needed.
- Develop and maintain ongoing guidance counselor and educator outreach program.
- Plan and manage annual guidance counselor and art educator visits.
- Establish and manage guidance counselor and prospective parent communication plan and outreach program.
- Assist with the planning of regional interviews, information sessions, and accepted student receptions off campus.
- Collaborate with faculty and enrollment services team to help achieve enrollment goals.

- Develop and maintain a working network of alumni to assist with recruitment of prospective students and families.
- Work closely with main campus admission staff to recruit students for all academic programs, particularly visual and performing arts.

**QUALIFICATIONS, KNOWLEDGE, SKILLS, ABILITIES:**

- Proven commitment to diversity, equity, and inclusion; demonstrated ability to create and maintain positive working relationships with people of diverse backgrounds and perspectives in a professional community that views diversity and collaboration as organizational strengths.
- Requires a bachelor's degree and at least 5-7 years of progressively responsible experience in an arts university or college admissions office. Master's degree is preferred.
- A minimum of 3-5 years in a supervisory capacity is required
- Experience with TargetX products, specifically CRM, Application Cloud, and Decision Cloud is preferred.
- Experience with Banner, Axiom, and Argos is preferred.
- Proven ability to motivate staff, achieve goals, and sustain a commitment to personalized customer service during periods of high volume activity.
- Ability to lead a team in a changing environment and support leadership efforts to achieve university objectives.
- Ability to multi-task in work that is highly complex and varied in nature; demonstrated ability to meet deadlines, willingness to work nights and weekends.
- Highly developed communication, organizational and interpersonal skills including the ability to work effectively in teams both as a leader and as a team member.
- A proactive customer service approach.
- Knowledge of social media outlets such as Twitter, Snapchat, Instagram, and Facebook.
- Willingness to incorporate new programs into the recruitment plan.
- Willingness to travel.
- Ability to interact with prospective students and their families in small to large presentation environments both on and off campus.
- Strong communication skills – both oral and written – are required.
- Experience with marketing publications for undergraduate admission preferred.
- Ability to engage with and foster relationships with other pertinent campus offices.
- Knowledge of national and international trends and developments in recruitment and admission for the purpose of modeling and strategic planning.

The University is being assisted by Dr. Ted Lewis (610) 642-2575.

The University of New Haven is an Equal Opportunity, Affirmative Action Employer