

Senior Assistant Director of Admissions, Visitor
Experience Manager (4510U), UGARS Admissions - 704
University of California, Berkeley

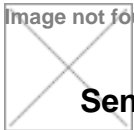
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Downloaded On: Aug. 31, 2024 8:22pm

Posted Jul. 25, 2024, set to expire Nov. 1, 2024

Job Title	Senior Assistant Director of Admissions, Visitor Experience Manager (4510U), UGARS Admissions - 704
Department	
Institution	University of California, Berkeley Berkeley, California
Date Posted	Jul. 25, 2024
Application Deadline	Open until filled
Position Start Date	Available immediately
Job Categories	Associate/Assistant Director
Academic Field(s)	Admissions/Financial Aid
Apply Online Here	https://apptrkr.com/5380679
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Job Description	

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About Berkeley

At the University of California, Berkeley, we are committed to creating a community that fosters equity of experience and opportunity, and ensures that students, faculty, and staff of all backgrounds feel safe, welcome and included. Our culture of openness, freedom and belonging make it a special place for students, faculty and staff.



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The University of California, Berkeley, is one of the world's leading institutions of higher education, distinguished by its combination of internationally recognized academic and research excellence; the transformative opportunity it provides to a large and diverse student body; its public mission and commitment to equity and social justice; and its roots in the California experience, animated by such values as innovation, questioning the status quo, and respect for the environment and nature. Since its founding in 1868, Berkeley has fueled a perpetual renaissance, generating unparalleled intellectual, economic and social value in California, the United States and the world.

We are looking for equity-minded applicants who represent the full diversity of California and who demonstrate a sensitivity to and understanding of the diverse academic, socioeconomic, cultural, disability, gender identity, sexual orientation, and ethnic backgrounds present in our community. When you join the team at Berkeley, you can expect to be part of an inclusive, innovative and equity-focused community that approaches higher education as a matter of social justice that requires broad collaboration among faculty, staff, students and community partners. In deciding whether to apply for a position at Berkeley, you are strongly encouraged to consider whether your values align with our [Guiding Values and Principles](#), our [Principles of Community](#), and our [Strategic Plan](#).

At UC Berkeley, we believe that learning is a fundamental part of working, and our goal is for everyone on the Berkeley campus to feel supported and equipped to realize their full potential. We actively support this by providing all of our staff employees with at least 80 hours (10 days) of paid time per year to engage in professional development activities. To find out more about how you can grow your career at UC Berkeley, visit grow.berkeley.edu.

Departmental Overview

The Office of Undergraduate Admissions provides a fair opportunity for every applicant to obtain admission to the University, operates in a professional manner that ensures positive staff morale and values hard work and dedication. The team communicates and collaborates effectively, presents a coordinated effort to standardize procedures and document best practices, offer a variety of methods for professional development, and provide first-class customer service in a cost-effective and transparent manner offer a variety of methods for professional development, and provide first-class customer service in a cost- effective and transparent manner.

Position Summary

This position serves as the lead for crafting visitor experiences and on-campus events, and sits on the office management team. This position holds responsibility for supporting prospective students,

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admitted students and families, as they navigate UC and visit the campus. The incumbent will have a sound working knowledge of customer service, admissions advising, supervision, and event management. This position will work with a range of constituents and is relied on to exercise judgement in reviewing visitor experience requests. Various responsibilities of the incumbent require careful coordination and collaboration with the Visitor Services, Cal Student Central, the Office of Financial Aid and Scholarships, the Office of the Registrar, New Student Services, Housing, and the Schools and Colleges on campus.

Application Review Date

The First Review Date for this job is: 07/19/2024.

Responsibilities

Visitor Experience Management:

- As the visitor services manager, serves as project manager for all customer service and visitor experience needs, including the pre-admission advising office (admissions office front desk), managing group presentations, and coordinating the Officer of the Day (OD) duties for staff.
- Analyzes, develops and advocates solutions for the visitor experience needs.
- Creates, coordinates and administers the calendar of on-campus events for general visitors, including prospective and admitted students and families, including yield programming.
- Internal Staff and Student Staff Supervision:
- Supervises a team of 4-5 career admissions front-line advising staff and up to 15 work study student advisors.
- Monitors employee performance and provides direction, feedback and assistance.
- Completes annual evaluations for all professional team members, recommending paths for professional development.
- Attends campus HR sessions related to supervising, performance evaluations and delivering feedback to staff.
- Recommends employees for promotion when warranted.
- Recommends corrective action, hiring, and separation of employees when appropriate.

Recruitment & Outreach:

- Serves as point of contact for all assigned schools/community colleges.
- Represents the University of California, Berkeley at school/community college/program visits,

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- college nights/fairs, transfer days/fairs as assigned.
- Behaves in a manner that promotes goodwill on behalf of the University.
- Plans visits to schools, schedules and makes presentations, interviews, and follow-up visits.
- Identifies potential students, and provides information about higher education generally and UC Berkeley specifically.
- Plans, manages and implements events to enhance recruitment and yield, including Cal Day, diversity initiative events, mentoring programs, electronic communications, and similar activities.
- Assesses effectiveness in attracting quality students to UC Berkeley.
- Utilizes search and marketing tools and technology.

Regional Management and Application Reading:

- Serves as lead reader for assigned region, including the training and management of assigned external readers.
- Reads and scores applications for first year and transfer admission.
- Conducts holistic and/or comprehensive reviews of applications, assessing academic preparedness of applicants.
- Assesses applicants for motivation, initiative, leadership potential, work/life experience, extracurricular activities, socioeconomic status, disability, and educational/personal hardship. Uses professional judgment when reviewing complex applications for admission.
- Using extensive knowledge of college/school/department requirements and applicant pool, assesses the applicants' overall record and experience for final admissions recommendation.

Advising & Student Support:

- Serves as liaison between students, parents, colleges/universities, community agencies, and UC Berkeley college/school/department.
- Serves as Officer of the Day (OD) as assigned.
- Provides in-depth information on admissions/selection/eligibility requirements, prerequisite courses, school/college programs and curricula, specific financial aid criteria, and career opportunities.
- Assists prospective applicants with course planning.
- Responds to general inquiries.
- Contacts students regarding their admission to Berkeley.

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Finalization & Evaluation:

- Maintains a caseload of newly admitted students and perform course-by-course evaluations for eligibility review and record verification.
- Evaluates transcripts for prospective, new and continuing students.
- Mandates supplemental academic preparation as condition of admission where appropriate.
- Determines if applicant has met specific University/campus requirements at point of admission.
- Finalizes applicants' entrance records for the University.
- Makes recommendations for admission to be sustained or cancelled based on extenuating circumstances, recommendations or supplemental information regarding applicant.
- Contacts applicants regarding status of their admission.

Campus Partnerships:

- Plans, develops, coordinates and implements activities for undergraduate student development in partnership with campus programs.
- Interprets, implements and applies University admission policies.
- Keeps supervisor abreast of progress/process.
- Maintains and supports relationships with alumni and current student groups.

Professional Development & Other Duties as Assigned:

- At certain times of the admissions cycle, the Incumbent may be called upon to support the activities of the office, Enrollment Management and Student Affairs with duties outside of those responsibilities outlined above.
- The staff member in this position must also stay current on changing educational systems and policies.
- Identify professional development activities that would enhance incumbent's skills, knowledge and or experience.
- These may include, but not limited to, attending and/or presenting at conferences.

Required Qualifications

- Advanced knowledge and experience working with a diverse student population.
- Advanced knowledge of project management including program design, implementation, and evaluation.

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- Advanced knowledge and understanding of and/or can quickly learn UC, and the ability to interpret and communicate policies and procedures to prospective students and the public.
- Advanced and comprehensive knowledge of and/or can quickly learn UC academic programs, including curricula, admissions requirements, and financial aid programs, at colleges/universities and specifically at UC.
- Advanced ability to establish and maintain cooperative relationships with schools, universities, community organizations, and other institutions.
- Advanced ability to develop recruitment programs, and design effective materials.
- Advanced knowledge of and/or can quickly learn UC admissions requirements for campus/school/college, including mitigating circumstances/bases for exceptions.
- Advanced skills to develop the school's/college's strategic recruitment plans, designing outreach and recruitment programs and materials that will attract and enroll top candidates to the school/college, including students from under-represented groups.
- Time, organization and project management skills.
- Must maintain current knowledge of applicable rules and standards of all associations and agencies to which the Berkeley campus of the University of California adheres, and, at all times avoid any and all violations of these rules and standards.
- Proficiency in a variety of software applications including, but not limited to, office productivity, customer relations management, and online application reading and evaluation.
- Bachelor's degree in related area and/or equivalent experience/training.

Preferred Qualifications

- Bilingual capabilities.

Salary & Benefits

This is a 100% full-time (40 hrs a week) exempt career position, which is paid monthly and eligible for UC Benefits.

For information on the comprehensive benefits package offered by the University, please visit the University of California's [Compensation & Benefits](#) website.

Under California law, the University of California, Berkeley is required to provide a reasonable estimate of the compensation range for this role and should not offer a salary outside of the range posted in this job announcement. This range takes into account the wide range of factors that are considered in

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making compensation decisions including but not limited to experience, skills, knowledge, abilities, education, licensure and certifications, analysis of internal equity, and other business and organizational needs. It is not typical for an individual to be offered a salary at or near the top of the range for a position. Salary offers are determined based on final candidate qualifications and experience.

The budgeted salary or hourly range that the University reasonably expects to pay for this position is \$92,650.00 - \$105,730.00.

How to Apply

- To apply, please submit your resume and cover letter.

Driving Required

- A valid driver's license and DMV check for driving record is required.

Other Information

- This is not a visa opportunity.
- This position is eligible for up to 40% remote work. Exact arrangements are determined in partnership with the supervising manager and office leadership to meet role responsibilities and department needs, and are subject to change.

Conviction History Background

This is a designated position requiring fingerprinting and a background check due to the nature of the job responsibilities. Berkeley does hire people with conviction histories and reviews information received in the context of the job responsibilities. The University reserves the right to make employment contingent upon successful completion of the background check.

Mandated Reporter

This position has been identified as a Mandated Reporter required to report the observed or suspected abuse or neglect of children, dependent adults, or elders to designated law enforcement or social service agencies. We reserve the right to make employment contingent upon completion of signed



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statements acknowledging the responsibilities of a Mandated Reporter.

Equal Employment Opportunity

The University of California is an Equal Opportunity/Affirmative Action Employer. All qualified applicants will receive consideration for employment without regard to race, color, religion, sex, sexual orientation, gender identity, national origin, disability, or protected veteran status. For more information about your rights as an applicant, please see the https://apptrkr.com/get_redirect.php?id=5380679&targetURL=U.S. Equal Employment Opportunity Commission poster.

The [University of California's Affirmative action policy](#).

The [University of California's Anti-Discrimination policy](#).

To apply, visit

https://careerspub.universityofcalifornia.edu/psc/ucb/EMPLOYEE/HRMS/c/HRS_HRAM_FL.HRS.CG_S

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Contact Information



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Please reference Academickeys in your cover letter when
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Contact

N/A

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