



## Position Description

### Director of Spirit Squad / Admissions Counselor

#### APPLICATION PROCESS AND HIRING TIMELINE INFORMATION

To apply for this position, you should submit:

1. [KWU Employment Application](#)
2. Cover letter,
3. Resume/curriculum vitae,
4. Three references,
5. Desired salary (may be entered on application)
6. Please email your application materials to [hr@kwu.edu](mailto:hr@kwu.edu).

The timeline for filling this position is:

- Applications will be taken until the position is filled.
- Interviews will begin when qualified applicants are identified and continue until a hiring decision is made.
- The position starts as soon as possible.

**KWU is an Equal Opportunity Employer and encourages diversity in employment.** We will check references of past employers and personal references. We will acknowledge receipt of your application as soon as we receive it.

#### ADMINISTRATIVE INFORMATION

**POSITION:** Director of Spirit Squad / Admission Counselor

**POSITION'S MAJOR OFFICE:** Athletics / Admission

**ATHLETIC OFFICE RESPONSIBILITIES:** Athletics is responsible for meeting the requirements of National Association of Intercollegiate Athletics (NAIA) and Kansas Collegiate Athletic Conference (KCAC) regulations. The program recruit's students to meet roster minimums; focuses on retention by providing an outstanding student-athlete experience and counseling students appropriately on academic and other issues; enhances the physical, mental and social development of the student-athletes through rigorous practices, appropriate competition and off-field activities including community service; and provides a connection point for the campus, alumni and Salina community.

**POSITION'S DEPARTMENT:** Athletics

**POSITION'S DEPARTMENT RESPONSIBILITIES:** The Director of the Spirit Squad will oversee the cheer and dance program and is expected to recruit student-athletes that can be successful academically, socially and athletically at Kansas Wesleyan University. The position has the following squad size responsibilities: 35 minimum and a maximum size of 60 cheer athletes and Dance roster size of 15 minimum and maximum size of 30. The Director also instructs and prepares the student-athletes for performances and competitions within the NAIA structure; schedules and coaches' intercollegiate competitions; performs at home basketball and football games, plus a limited schedule of road games; counsels the student-athletes on academic, athletic and social issues; coordinates a team community service program; provides a connection point for outreach to the campus, alumni and Salina community.

**POSITION:** Admissions Counselor

**POSITION'S GROUP:** Advancement, Admissions, MARCOM GROUP'S

**MAJOR RESPONSIBILITIES:** The Advancement and Admissions Office advances the mission of Kansas Wesleyan University through exceptional marketing and communications, student-centered recruiting, and donor-centered fundraising activities.

**POSITION'S DEPARTMENT:** Admissions Department

**DEPARTMENT'S MAJOR RESPONSIBILITIES:** The purpose of the Admissions Department is to recruit, admit and enroll prospective students to become members of the Kansas Wesleyan University community. The Department is responsible for conducting all activities to accomplish enrollment goals set by the institution.

**POSITION'S DIRECT SUPERVISOR:** Director of Graduate Admissions and Corporate Relations.

**DATE POSITION LAST REVIEWED OR ANALYZED:** July 2024; revised by Director of Athletics and Human Resources.

**POSITION'S EMPLOYMENT STATUS:** Full-Time, Staff, Exempt/Salaried, At-Will

**POSITION'S SALARY OR SALARY RANGE AND BENEFITS:** Based on qualifications and experience plus benefits available to full-time staff employees.

## POSITION INFORMATION

**POSITION'S SUMMARY:** The position is responsible for recruiting and coaching cheer and dance student-athletes and provides recruiting (and other) support to the University's athletic band, "The Howl."

**POSITION WORKS WITH:** Works significantly with the athletic training staff and sports information director. Also works with other head coaches, admissions and financial aid staff and other athletics staff members.

**POSITION'S STAFF AUTHORITY:** Oversight of cheer coach and the head dance coach

**POSITION'S BUDGET AUTHORITY:** Oversight of the cheer and dance budget

**POSITIONS PHYSICAL WORKING CONDITIONS:** Office, weight room and cheer and dance practice and competition facilities.

**POSITION'S UNUSUAL HAZARDS OR WORKING CONDITIONS:** Position is required to work outdoors during both hot and cold weather. Demonstrating skills can cause injury. Potential exposure to blood borne pathogens.

**POSITION'S EQUIPMENT:** University phone, laptop computer, coaching tools and apparel.

**POSITION'S WORK SCHEDULE:** Flexible full-time schedule (normal office hours 8 am to 5 pm), arranged around recruiting, scheduled team practice and competition times, and staff meetings. Job requires weeknight and some weekend hours.

**POSITION'S TRAVEL REQUIREMENTS:** Significant travel for recruiting, as well as with the team for competitions and road games.

## POSITION DUTIES AND PERFORMANCE STANDARDS

### **ATHLETICS DUTIES (51%)**

- Teaching/Coaching
  - Instruct, teach and coach student-athletes during practice and competition.
  - Ability to choreograph cheer and dance routines for competition and game performance.
  - Conduct video analysis and instruction as a teaching and preparation tool.
  - Plans practice and/or competition strategy.
- Recruiting
  - Identify, evaluate and recruit potential team members to KWU, recording transactions in Front Rush or similar university provided recruiting software.
  - Retain current KWU students as team members
  - Ensures that program meets annual squad size number
  - Ensures program recruiting activities adhere to University and NAIA Policies and Procedures
- Administration
  - Ensures ongoing eligibility of student athletes in the cheer and dance program and monitors their academic program. Targets include a 3.00 team GPA and a 90 percent graduation rate for student-athletes that exhaust eligibility at Kansas Wesleyan.
  - Provides schedules that are fiscally efficient and spectator friendly.
  - Conducts inventories of uniforms, supplies and equipment to ensure effective maintenance of physical resources.
  - Selects, schedules and coaches the mascot, including appearances at games and public events.
  - Effectively uses fiscal resources to coordinate team travel and recruiting.
  - Insures that the program participates in at least one Champions of Character activity annually.

- Serves as the primary spokesperson for the program in the community, leading at least two team community service projects annually and participating in at least one additional project personally.
- Participates in campus service and leadership opportunities regularly, serving in at least three annually.
- Represents the University at conference, regional, state and national meetings relating specifically to competitive cheer and dance
- Works with the SID to provide accurate data for individual and team accomplishments, as well as competition results.
- General administrative assistant duties including typing, word processing, distribution of mail, ordering of supplies and filing.
- Assist with sending daily response to all inquiries and refer non-traditional and traditional inquiries to appropriate personnel.
- Maintain daily communication with department chair and faculty, responding in a timely manner to their internal/external departmental needs.
- Maintain and organize faculty and student records.
- Maintain accurate department inventory, as well as instrument check-in/out.
- Assist chair in the implementation of the academic course schedules for each academic year.
- Monitors the program's budget activity.
- Prepare and process all office forms (including check requests, purchase orders, purchases, adjunct contracts.)
- Coordinator and Supervisor of work study students.

**ADMISSION'S ESSENTIAL DUTIES: (49% of time)**

1. Admissions/ Outreach

- Formulate a plan for recruiting students within your assigned territory.
- Attend recruiting events such as college fairs, open houses, and other community activities to identify students interested in attending KWU.
- Build strategic relationships with recruiting partners such as high schools and community organizations to promote KWU.
- Counsel prospective applicants. One-on-one admissions counseling occurs primarily through phone calls, email, text, letters, and some in person appointments.
- Move prospective students in your territory from inquiry to applicant to admit to deposited student to enrolled student. Ensure they complete all requirements and set expectations with them for what the KWU experience will be like.

2. Customer Relationship Management

- Enter all correspondence notes with prospective students during the enrollment process.
- When appropriate, enter new inquiries into the CRM.

**Other Activities**

1. Attend KWU Preview Days and other Special Events as needed.
2. Other activities assigned by the Director of Admissions and EVP.

**POSITION'S PERFORMANCE MEASURES AND STANDARDS (Admissions Counselor):**

1. The effectiveness of the counselor on the overall recruitment of his/her area, including reaching short- and longterm goals (This includes reaching yearly enrollment goals, as well as strong numeric representation at campus visit programs).
2. Continuous building of relationships with high school counselors, college academic advisors, youth pastors, and other individuals and groups which will enhance recruitment.
3. Personal growth, as seen in making mature business decisions, organizational skills, and utilization of time.
4. Demonstrating initiative and creative thinking to assist and improve the daily flow of responsibilities for the department.

**POSITION'S PERFORMANCE MEASURES AND STANDARDS (Director of Spirit Squad):** This section lists the specific performance measures and standards (goals) upon which this position's performance will be evaluated. Actual performance standards (goals) for each performance measure will be set in consultation with the position holder.

- Recruiting – sufficient recruiting contacts and evaluations to insure that the minimum roster size is achieved as of the 20<sup>th</sup> day of each semester.
- Athletic Success – program finishes in the upper half at the KCAC Championships and begins to compete for the conference title over time.
- Engagement – that the program or the coach meets the above requirements for campus, community and alumni engagement.
- Student-Athlete Welfare – positive program comments in the annual review by student-athletes
- University Contribution – the coach, the staff and the student-athletes contribute positively to the university.

## POSITION QUALIFICATIONS

### **EDUCATION:**

- MINIMUM REQUIRED: Bachelor's degree
- PREFERRED: Master's degree

### **CERTIFICATIONS/LICENSES:**

- MINIMUM REQUIRED: Completion of the American Association of Cheerleading Coaches and Administrators (AACCA) safety course; First Aid/CPR certification (must be active within 60 days of employment); Blood Borne Pathogen online training (both must be completed within 60 days of employment); Valid driver's license.
- PREFERRED: None

### **WORK EXPERIENCE:**

- MINIMUM REQUIRED: Minimum of two years cheer and/or dance coaching experience.
- PREFERRED: Experience in recruiting. Collegiate cheer or dance head coaching experience. Experience with NAIA programs. Five years or more college coaching experience.

### **KNOWLEDGE, SKILLS, ABILITIES, and ATTITUDES – KSAA'S:**

- MINIMUM REQUIRED
  - Philosophical alignment with the mission and vision of Kansas Wesleyan University.
  - Demonstrable teamwork and team building skills.
  - Demonstrable priority setting and organizational skills.
- PREFERRED
  - None

## NOTICE OF SPECIAL POSITION OR EMPLOYMENT REQUIREMENTS

1. THIS JOB DESCRIPTION IS NOT DESIGNED TO COVER OR CONTAIN A COMPREHENSIVE LIST OF ALL DUTIES AND RESULTS TO BE PERFORMED IN THIS JOB. DUTIES AND PERFORMANCE STANDARDS MAY BE ADDED, SUBTRACTED, AND/OR CHANGED BY YOUR SUPERVISOR AT ANY TIME DUE TO CHANGES IN DEPARTMENT OR UNIVERSITY REQUIREMENTS.
2. Unless exempt due to an employment contract signed by the President of Kansas Wesleyan University, all employees of Kansas Wesleyan are to be considered as an “at-will” employee.
3. All employees of Kansas Wesleyan University are considered “responsible employees” pertaining to Title IX regulations concerning both the prevention and reporting of sexual assault or harassment situations. As such, all employees must communicate with the Title IX Coordinator if they witness or hear about a sexual assault or harassment situation.
4. Kansas Wesleyan University is an equal opportunity employer and complies with EEOC and ADA employment requirements. It is and has been the policy of Kansas Wesleyan University to grant equal opportunity to all qualified persons without unlawful discrimination based on race, color, gender, age, national origin, ancestry, ethnicity, disability, sexual orientation, religion, or veteran status. To fulfill its mission as a United Methodist affiliated institution, preference in hiring shall be given to persons who can affirm the Institution’s mission.
5. All “offers of employment” are subject to a criminal background check prior to employment.