

## Director, Enrollment Management

**FLSA Status:** Exempt

**Pay Grade:** 23

**Job Title ID:** 12061

**Job Series/Job Family:** Student Support & Success Series / Student Recruitment & Success Family

### Reports To

Associate Vice President, Student Success

### Job Purpose

To provide leadership, strategic enrollment planning, and oversight of student recruitment strategies and efforts. Responsible for directing staff efforts and manage on-going operations to meet Closing-the-Gaps and other statewide and local enrollment initiatives.

### Description of Duties and Tasks

*Essential duties and responsibilities include the following. Other duties may be assigned.*

#### **Required**

1. Provides direct supervision to and budgetary oversight for the Student Recruitment Office, the Mobile Go Centers, the Youth Programs and reporting functions for strategic student recruitment.
2. Analyzes and evaluates strategic and targeted recruitment needs. Plans, implements, and reports on enrollment programs addressing such needs.
3. Assists in development of communication strategies for a variety of market segments that address prospective students, program and enrollment inquiries, application processes, and pre-enrollment phases of the ACC admissions process.
4. Directs the analysis and reporting functions of all recruitment efforts, statistics, measures and outcomes.
5. Creates long- and short-term planning and evaluation of recruitment strategies and programs, including resource management.
6. Ensures recruitment objectives, goals, budgets, policies, practices, and actions produce successful student recruitment results, consistent with ACC's overall mission, and strategic and master plans.

### Knowledge

*Must possess required knowledge and be able to explain and demonstrate, with or without reasonable accommodations, that the essential functions of the job can be performed.*

#### **Required**

- Recruitment strategies, including prospective student management, marketing, and targeted recruitment efforts.
- The comprehensive mission and philosophy of community colleges.
- Principles and practices associated with Servant-Leadership.
- Sensitive economic, cultural, and other issues relating to challenges to college enrollment by a diverse student body.
- Diversity of community college academic and certificate programs and application of associated careers and job paths.
- Database management, statistical data interpretation and application of state of the art information technology as applied to recruitment programs.

### Skills

*Must possess required skills and be able to explain and demonstrate, with or without reasonable*

*accommodations, that the essential functions of the job can be performed.*

**Required**

- Maintaining an established work schedule, including some evenings and weekends.
- Effectively using interpersonal and communication skills, including tact and diplomacy.
- Effectively using organizational and planning skills, including working on multiple projects.
- Use of effective supervisory techniques.
- Working in a collaborative manner with colleagues and representatives from external organizations.
- Effective public speaking and presentation in front of small and large diverse groups.
- Using experience, creativity, and independent thought to develop successful student recruitment strategies.
- Using data and statistics to create predictive models of enrollment trends and results.
- Maintaining confidentiality of work related information and materials.
- Ability to communicate effectively regarding college operations and their relationship to identified outcomes.

**Computer Skills****Required**

- Demonstrated proficiency using advanced office software applications.

**Physical Requirements****Required**

- Subject to standing, walking, sitting, bending, and reaching.
- Work is normally done in an office environment.

**Work Experience****Required**

- Five years related work experience.

**Preferred**

- Over five years related work experience in a college setting developing enrollment management plans and directing efforts to attain targets therein.

**Education****Required**

- Master's degree in related field.

**Other****Required**

- Reliable transportation for district travel.

**Safety****Required**

- Provide resources for safe operation of units. Provide financial and human resources to help eliminate identified safety hazards. Create and support a workplace safety culture by leadership and example.