



## **JOB DESCRIPTION**

**JOB TITLE:** Director of Recruitment and Enrollment Services

**REPORTS TO:** Vice President of Student Affairs

**STATUS:** Full-time, exempt

**LENGTH OF EMPLOYMENT:** 12-month continuing position

**JOB OVERVIEW:** The Director of Recruitment and Enrollment Services is responsible for managing the student enrollment experience, overseeing student matriculation from recruitment to class enrollment and retention. The Director will be expected to present Connors State College in a positive and effective manner, as well as plan and implement strategies to market the College to prospective students, parents, counselors, and other individuals and organizations. The Director will oversee recruitment and student enrollment services to provide high-quality student services, case management approaches, and student success coaching for student recruitment, admission, class enrollment, and retention.

### **DUTIES AND RESPONSIBILITIES:**

- Plan, direct, and lead the College's student recruitment and enrollment initiatives for student matriculation from recruitment to class enrollment
- Maintain case management processes for student enrollment and retention
- Develop action plans to meet recruitment and enrollment goals
- Oversee implementation and use of recruitment/enrollment systems/technology
- Supervise staff at all institutional campuses
- Represent Connors at public events
- Collaborate with internal and external stakeholders
- Develop recruiting and enrollment materials and processes for the college
- Schedule high school visits, college day visits, college fairs, and career fairs
- Recruit students and business partners at high schools, workplaces, and other locations
- Conduct campus tours and meet with prospective students and parents
- Communicate enrollment policies to students, parents, middle and high school principals, counselors, teachers, faculty, staff, and administrators
- Oversee student enrollment requests and direct to appropriate processes, such as advising requests, developmental course waiver requests, academic overload, class changes, scheduling questions, finals questions, withdraw/drop/add requests, workforce development questions, degree questions, transfer questions, appeals, etc.
- Participate in college activities, events, and college committees as assigned
- Plan, participate in, and work on special events/projects, such as graduation, catalog, etc.
- Compile enrollment and recruitment reports and make data-driven decisions

***The omission of specific statements of duties does not exclude them from the position if the work is similar, related, or a logical assignment to the position.***

**KNOWLEDGE, SKILLS, AND ABILITIES:**

- Excellent oral and written communication skills
- Strong computer skills, including the use of Microsoft Office
- Ability to develop and deliver a wide variety of presentations to small and large groups
- Excellent problem-solving skills
- Demonstrated willingness and ability to act ethically and socially responsible

**EDUCATION/EXPERIENCE REQUIRED:**

- Bachelor's degree required
- Two years related experience to include one year as an admissions counselor, college recruiter, leadership/staff management, client-driven sales representative, and/or one year of experience in customer service

**PREFERRED EDUCATION/EXPERIENCE:**

- Master's Degree
- Three years of experience as a college recruiter or admissions counselor, demonstrated leadership skills, and staff management experience. Multiple years of experience in customer service

**SPECIAL REQUIREMENTS:**

- Job requires extensive travel in the service area and occasional overnight travel
- Must have a valid driver's license and good driving record
- Ability to work a flexible schedule, including some evenings and occasional weekends
- Ability to pull, bend, stoop and lift 40 pounds

***Connors State College is an Affirmative Action/Equal Opportunity/E-Verify Employer.***

**SIGNED: \_\_\_\_\_ DATE: \_\_\_\_\_**