



## **JOB DESCRIPTION**

**JOB TITLE:** Executive Director of Enrollment Services, Recruitment and Marketing

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

**STATUS:** Full-time, exempt

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

**JOB OVERVIEW:** The Director of Enrollment Services, Recruitment and Marketing is responsible for managing the student enrollment experience, overseeing student matriculation from recruitment to class enrollment. The Director will be expected to present Connors State College in a positive and effective manner, while planning and implementing comprehensive marketing and recruitment strategies to promote the College to prospective students, parents, counselors, alumni, community partners, 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 coaching for student recruitment, admission, class enrollment, retention, and student success.

Additionally, the Director will lead institutional marketing efforts by developing and executing branding, advertising, digital marketing, social media, public relations, and communication strategies that enhance the College's visibility, reputation, and enrollment growth. This includes overseeing promotional campaigns, recruitment publications, website content, media relations, event marketing, and outreach initiatives to ensure consistent messaging and alignment with the College's mission and strategic goals. The Director will also analyze market trends, enrollment data, and campaign performance to inform decision-making and improve recruitment and marketing outcomes.

### **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 enrollment, recruitment, and marketing 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
- Oversee promotional campaigns, recruitment publications, website content, media relations, event marketing, and outreach initiatives to ensure consistent messaging and alignment with the College's mission and strategic goals.
- Analyze market trends, enrollment data, and campaign performance to inform decision-making and improve recruitment and marketing outcomes.
- Work with the Division Chairs and the Registrar's Office to assist with class scheduling
- Provide support and oversight for Prison, concurrent, and early college programs.

***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
- Three years related experience as a college recruiter, enrollment officer, college leadership/staff management, client-driven sales representative, or customer service representative.

**PREFERRED EDUCATION/EXPERIENCE:**

- Master's Degree
- Five years of experience as a college recruiter or enrollment officer
- Multiple years of experience in recruitment, marketing, and or customer service.
- Staff management experience.

**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

**Application:**

Submit a CSC employment application, transcript(s) and resume to:

Connors State College  
Human Resources  
700 College Rd  
Warner, OK 74469

E-mail: [cschr@connorsstate.edu](mailto:cschr@connorsstate.edu)

Phone: 918-463-6334

Website: <https://connorsstate.edu/hr/jobs/>

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

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