

# JOB DESCRIPTION



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**Position Title:** Director of Student Recruitment

**Department:** Student Recruitment

**Employment Category:** Exempt Staff

**Primary Location:** District Wide  
Based on the Sierra Vista Campus

**FLSA Classification:** Exempt  
**Remote Work Eligible:** No

**Parameters:** Full-Time; 12 Months/Year

**Pay Grade:** EX12

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## **Position Summary:**

The Director of Student Recruitment is responsible for creating and implementing a comprehensive student recruitment plan. This includes actively managing outreach efforts to county schools, businesses, military facilities, community organizations, international partners, and other institutions with the objective of successfully attracting and supporting students throughout the admissions and onboarding processes.

**Essential Functions:** As defined under the Americans with Disabilities Act, may include any of the following tasks, knowledge, skills, and other characteristics. This list is ILLUSTRATIVE ONLY, and is not a comprehensive listing of all functions and tasks performed by incumbents of this class.

**Duties and Responsibilities:** Within the scope of college policies and procedures, this position:

Manages, develops and implements a comprehensive data-driven recruitment plan that involves effective prospective student management, targeted recruitment efforts including web-based application and delivery, effectively enrolling prospective students, and initiates strategies for a successful student transition to college; educates students and parents regarding various pathways to higher education

Supervises assigned staff, including hiring, work assignments, performance management and evaluations; makes recommendations regarding department organization and process workflows, training and problem resolution; manages program budget and allocates resources

Provides leadership and strategic vision by developing and implementing recruitment strategies, annual recruitment goals and objectives, and providing oversight of outreach events in support of the college's strategic direction

Tracks and reports recruitment information, and monitors enrollment progress; researches and utilizes data and recruitment tools to select prospective populations to target for marketing and recruitment messaging

Collaborates with the marketing and communications department and the Office of Admissions and Records, to plan, develop, and execute a regional marketing plan which supports the college mission

Fosters positive and cooperative relationships with high school leadership throughout the district, maintains open and consistent communication by serving as the enrollment liaison between high schools and the college; monitors staff activities and coordinates onsite visits for navigators in all county high schools

Ensures recruitment efforts adhere to Higher Learning Commission rules and regulations regarding student outreach and recruitment

Collaborates with deans, faculty and staff to manage recruiting efforts for integration of prospective students to the college; supports student success strategies by assisting departments to deliver students success messaging and information

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Collaborates with early college programs, the Office of Advising and Career Services, and other student services areas on college-wide recruitment and retention initiatives including, but not limited to call campaigns, virtual events, and college committees

Collaborates with the Director of Student Leadership and Activities on the development and delivery of new student orientation

Attends and represents the college as needed at recruitment events throughout the district and regionally; represents the college at community events in an effort to grow enrollment. Serves as the college's recruitment representative for state committees and task forces

Manages the development and administration of the departmental budget

Maintains a working knowledge of current degree and certificate program curriculum offered by the district, transferability of credits to state and regional universities, and institutional and federal policies as they apply to student services (e.g. FERPA, ADA, Title VI and Title IX)

Performs other duties as assigned

**General Expectations:** Employees are expected to accomplish assigned duties in an efficient, effective and competent manner and to strive for improvement and excellence in all work performed. Additionally, employees must understand the comprehensive role of the community college and cooperate and work harmoniously with students, faculty and staff, and the public. Employees will follow all college policies, rules, regulations and guidelines as they relate to this position.

## **Education and Experience Requirements:**

Bachelor's degree from an institution accredited by an institutional accrediting body of higher learning recognized by the US Department of Education

Four years' recruitment, admissions or other related experience, preferably in a higher education setting

Preference may be given to individuals who possess the ability to communicate in Spanish and English, verbally and in writing

*An equivalent combination of education and/or experience from which comparable knowledge, skills and abilities has been achieved may be considered*

## **Knowledge, Skills and Abilities:**

Knowledge of and ability to follow college policies and procedures

Knowledge of emerging trends in higher education recruitment and enrollment

Knowledge of human behavior, individual differences, motivation, and attitudes

Knowledge of and ability to apply customer service standards and procedures

Knowledge of current technologies and word processing, database, presentation, and spreadsheet software, specifically Microsoft Office applications

Skill in presenting ideas and concepts orally and in writing

Skill in problem solving and analyzing data

Skill in designing and delivering public presentations and workshops

Ability to read, write and comprehend the English language

Ability to build and maintain effective working relationships with community constituents through effective public relations and communications skills

Skill in supervisory practices and techniques, including an ability to inspire others to achieve objectives

Ability to work independently while contributing to a team environment

Ability to relate to a diverse population and to maintain composure when faced with difficult situations

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Ability to effectively identify and resolve problems and to maintain strict confidentiality related to sensitive information

Ability to analyze problems, identify solutions, and take appropriate actions to resolve problems using independent judgment and decision-making processes

**Work Environment:** Work is primarily performed under general supervision in an office setting with appropriate climate control. Travel, early morning, evening, and weekend work is required.

**Physical Requirements:** Essential functions of this position require: lifting, manual dexterity, ability to communicate.

**Sedentary Work:** Exerting up to 10 pounds of force occasionally and/or a negligible amount of force frequently or constantly to lift, carry, push, pull or otherwise move objects, including the human body; involves sitting majority of time; walking and standing are required only occasionally and all other sedentary criteria are met

**Mental Application:** Utilizes memory for details, verbal instructions, emotional stability, critical thinking, adaptability and creative problem-solving skills are important

**Reports To:** Associate Vice President of Student Services

**Disclaimer:** The above statements describe the general nature, level, and type of work performed by the incumbent(s) assigned to this classification. They are not intended to be an exhaustive list of all responsibilities, demands, and skills required of personnel so classified. Job descriptions are not intended to and do not imply or create any employment, compensation, or contract rights to any person or persons. Management reserves the right to add, delete, or modify any and/or all provisions of this description at any time as needed without notice. This job description supersedes earlier versions.