



## **Classification Description**

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**Job Title: Director, Admissions**

**Pay Grade: Administrator**

**Job Code: 3193**

**FLSA Status: Exempt**

### **Job Purpose**

This position is responsible for College-wide admissions programs promoting the College internally and externally through community contacts, programs, and functions designed to facilitate recruitment and increase student enrollment. This position supports College-wide Enrollment Management programs. This is an administrator on annual contract position.

### **General Responsibilities**

#### **Essential Functions**

This position sets the tone for a student-centered, high performance culture that emphasizes excellence in service, quality, productivity, and standards.

Coordinates and implements a comprehensive recruiting program to meet College-wide enrollment goals consistent with the College's mission and strategic plan.

Collaborates with Enrollment Services departments and other campus partners who engage with prospective students to ensure a personalized and seamless approach to recruitment, admission and enrollment of new students and to develop integrated student recruitment plans and strategies.

Develops and implements recruitment and admissions strategies that communicate accurate and comprehensive information about educational programs and services at Florida SouthWestern State College.

Provides overall leadership to the staff in the Office of Admissions and ensures adherence to College policies and procedures, State and Federal laws, regulations, and Florida Statutes.

Oversees the process of turning prospective students into admitted students, utilizing the student recruitment Customer Relationship Management (CRM) system and associated communication systems to maximize effective outreach to prospective students. Advises the College on student recruitment systems and technologies to improve recruitment and enrollment management efforts.

## DIRECTOR, ADMISSIONS

Develops and monitors the College's prospective student communication plan, using multi-channel communications that align with set targets.

Oversees and evaluates recruitment efforts College-wide. In collaboration with recruitment staff implements strategies for recruitment of all market segments, including individual, large group, on-campus, and off-campus recruitment efforts.

Partners with the communication positions in Student Affairs and the College's Marketing and Media Department to recommend and develop recruitment and admissions literature strategies and marketing campaigns to support new student enrollments across all applicant types.

Oversees assigned staff to ensure compliance with Homeland Security/US Citizenship and Immigration Services with international students through the Student and Exchange Visitors Information System (SEVIS) and mandated student immigration files. May serve as a Principal Designated School Official (PDSO)/Designated School Official (DSO).

Expands the College's capacity to recruit diverse and under-represented student populations, by adjusting recruitment strategies with an equity lens, investigating appropriate forums for engaging communities that represent those populations, and adjusting prospect-to-enrollment services to support in ways that are culturally appropriate.

Monitors and analyzes enrollment and regional workforce data to identify target populations for recruitment and provides flexible, rapid response to emerging opportunities; evaluates and reports on trends and developments across priority and emerging markets to inform the College's recruitment strategy.

Ensures strong relationships are formed and maintained with local businesses, high schools and community organizations through contact and involvement by recruitment staff.

Participates in the development of articulation (dual enrollment) and recruitment efforts.

Collects and analyzes a variety of complex data and information. Prepares reports regarding recruitment and admissions, and performs statistical analysis and summarizes findings in enrollment and other applicable reports to revise recruitment plans. Presents prospective student trends, recruitment data and information, and recruitment strategic plan activity to multiple stakeholders.

Participates in the formulation and maintenance of an annual Admissions budget.

Contributes to the College's annual effectiveness planning process, statewide equity report, SACSCOC compliance reports, and other College, state, or regional reporting efforts as necessary.

Supervises, hires, orients, trains, evaluates and leads assigned staff members.

Works with staff to develop and complete individual professional development plans.

Performs other duties as assigned.

## DIRECTOR, ADMISSIONS

These essential job functions are not to be construed as a complete statement of all duties performed; employees will be required to perform other job related duties as required. An employee with a disability is encouraged to contact the Human Resources Office to evaluate the job in greater detail in order to determine if she/he can safely perform the essential functions of this job with or without reasonable accommodation.

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

#### **Minimum Qualifications**

Master's degree from a regionally accredited institution of higher education.

Three (3) years of progressively responsible, full time professional work experience in a College admission setting.

Ability to travel to businesses, schools and other community contact locations independently.

Personal and educational philosophy compatible with the goals, objectives and mission of Florida SouthWestern State College.

Demonstrated experience using a personal computer, office software such as MS Office and electronic mail.

Demonstrated ability to:

- Think critically and creatively, have a high standard of integrity, and be motivated to incorporate best practices into the organizational culture.
- Exhibit a thorough knowledge of policies, procedures, and outside regulations pertaining to the position.
- Possess a working knowledge of operational and fiscal analysis techniques.
- Make presentations in front of various group sizes.
- Take initiative and independently plan, organize, coordinate and perform work in various situations where numerous and diverse demands are involved.
- Anticipate, investigate, and analyze problems and address them proactively.
- Communicate effectively, both orally and in writing.
- Establish and maintain effective working relationships with faculty, staff, students and the public.
- Work in a fast-paced, demanding environment.
- Work independently and follow through on assignments.
- Exhibit solid organizational skills and be detail oriented.
- Work with a variety of constituencies and be willing to contribute to a team effort.
- Exercise discretion and good judgment at all times and in all contexts and maintain confidentiality.
- Work effectively with all constituencies of the College.
- Collect, organize, analyze and present information in a meaningful manner.
- Collaborate and be effective working with diverse populations.

**Critical Skills/Expertise**

All employees are expected to:

- Promote a common purpose consistent with stated College goals and demonstrate a commitment to students and the learning environment.
- Possess the knowledge of general written standards and procedures utilized, and have the ability to read, interpret, and follow procedural and policy manual related to the job tasks.
- Demonstrate the ability to respond to supervision, guidance and direction in a positive, receptive manner and in accordance with stated policies.
- Provide quality customer service by creating a welcoming and supportive environment.
- Present a professional image in word, action and attire.
- Demonstrate professionalism in dealing with a diverse population while understanding and respecting each other's view of the world, personalities and working styles.
- Conduct oneself in a manner consistent with the College's standards of ethical conduct.
- Apply effective techniques to create working relationships with others to achieve common goals; successfully communicates and collaborates with others to achieve goals.
- Demonstrate skills necessary to look at situations and processes critically to make recommendations for improvement.

**Work Conditions/Physical Demands/Special Conditions**

Physical: Routinely requires the ability to see, hear, and speak. Routinely requires sitting, bending, stooping, walking. On occasion, incumbents may be required to lift 20 or more pounds.

Environmental: Normal general office.

Mental: Routinely requires the ability to interpret, analyze and perform critical thinking skills.

Approved: April 30, 2012. Revised: October 16, 2012, November 29, 2012, March 27, 2013, July 1, 2014, June 30, 2015. August 15, 2017, January 22, 2021, and April 22, 2022.