



Classification Description

Job Title: Recruitment Supervisor

Pay Grade: 112

Job Code: 4212

FLSA Status: Exempt

Job Purpose

This is a managerial position in the Office of Admissions responsible for supporting the planning, execution and analysis of the recruitment initiatives in the College-wide strategic enrollment plan. This position is responsible for supervision of all off campus recruitment activities, on campus recruitment events, and campus tours. Other duties include partnering in the development, implementation, analysis, and reporting of Admissions events and annual recruitment targets; Marketing & Student Communications and Information Technology to ensure uniform and consistent follow-up communication with prospective students. This position sets the tone for a student-centered, high performance culture that emphasizes excellence in service, quality, productivity, and standards.

General Responsibilities

Essential Functions

Provides supervision of the Admissions Counselors to include developing and approving work and travel schedules, review and submission of leave requests, and staff hiring, training, development and evaluation. Acts in the best interest of the team as a manager providing staff guidance and professional development.

Works in conjunction with the Information Technology for recruitment-related applications within the Customer Relationship Management (CRM) system for Admissions. Partners with IT to complete research, testing, and implementation of recruitment and outreach related projects to enhance utilization of the College's prospective student platform.

Assists in the generation of enrollment funnels, reports, and executive summaries regarding the outcome of recruitment campaigns and events, lead lists, territories, and other enrollment initiatives conducted by the department. Works with Admissions leadership to make research-driven recommendations based on best practices and industry standards to inform data-driven changes to enhance efficiencies or improve results.

Maintains prospective student database and manages operational aspects of lead imports from external sources (i.e., ACT/SAT) in partnership with Information Technology and Marketing and Student Communications. Ensures imported student lists are assigned to appropriate communication and activity workflows to execute targeted communications.

RECRUITMENT SUPERVISOR

Develops and regularly updates the Recruitment Operations Plan. Monitors external websites and social media sites which might impact or influence recruitment efforts. Partners with Marketing & Media on social media content and strategies for the department.

Contributes to the development, execution, and follow-through of a comprehensive Recruitment Plan that complements the College's Strategic Enrollment Plan. Serves as a departmental liaison to Financial Aid, other enrollment services areas, and academic schools to identify areas of improvement as well as develop and implement various recruitment activities College-wide, such as high school visits, open houses, and recruitment events.

Provides information to students in individual settings, large group presentations, at College fairs, online, or in other appropriate formats about Florida SouthWestern State College programs relaying accurate information regarding admission requirements, specific degree requirements, and articulation agreements. Represents the College at events and participates in outreach initiatives and on-campus events as assigned.

Develops and updates promotional materials and advertising campaigns (in conjunction with the College's Marketing Department) for recruitment events.

Performs other duties as assigned.

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 perform the essential functions of this job with or without reasonable accommodation.

Knowledge, Skills and Abilities

Minimum Qualifications

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

Three (3) years of full-time professional work experience in admissions, recruitment or enrollment services at an institution of higher education. Appropriate combination of education and experience may be substituted.

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

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.

RECRUITMENT SUPERVISOR

- Possess a working knowledge of operational and fiscal analysis techniques.
- 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, orally in individual and large group settings, 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: September 29, 2023.