



Classification Description

Job Title: Assistant Director, Recruitment

Pay Grade: 27

Job Code: 4035

FLSA Status: Exempt

Job Purpose

This is a professional 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 off campus recruitment activities, on-campus recruitment events, campus tours and the Office of Admissions front counter operations. Other duties include partnering in the development, implementation, analysis, and reporting of Admissions events and annual recruitment targets; partnering with Enrollment Communications and Systems; Admissions CRM Coordinator; and Information Technology to ensure uniform and consistent follow-up communication with prospective students. The Assistant Director, Recruitment collaborates with the Office of Student Financial Aid in managing the Presidential Scholarship Program. 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 leadership and supervision of the Coordinator, Campus Experience and 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.

Generates 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. Presents data to leadership and committees and makes research-driven recommendations based on best practices and industry standards to inform data-driven changes to enhance efficiencies or improve results.

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.

ASSISTANT DIRECTOR, RECRUITMENT

In collaboration with the Admissions CRM Coordinator, manages all digital recruitment outreach campaigns and strategy, including email and text message campaigns, and recommend new initiatives and tactics.

Oversees the day-to-day operations associated with the Presidential Scholarship Program awarded by the Office of Admissions. This includes developing the application process, maintaining the database of scholarship applicants, leading the scholarship committee to award incoming students, creating and executing student notifications, coordinating Financial Aid and Business Office award postings, planning communication and orientation activities for awardees, and other related activities.

Provides leadership and management of the campus tour operations for all campuses, the front counter operations at the Lee Campus, and the Student Ambassador program.

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.

In conjunction with the Associate Director, Admissions Operations, assumes leadership of staff in the absence of the supervisor. Represents the Director, Admissions at appropriate committee meetings, departmental meetings, and College events that pertain to recruitment and/or enrollment goals.

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 safely 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.

Four (4) years of full-time professional work experience in admissions, recruitment or enrollment services at an institution of higher education.

Two (2) years of experience in supervision of employees.

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

ASSISTANT DIRECTOR, RECRUITMENT

Knowledge of admissions and recruitment practices in a postsecondary institution of higher education, including understanding of open enrollment policies, transfer articulation, and related topics.

Ability to effectively work and communicate with prospective students, continuing students, parents, colleagues, other College administrators, and faculty.

Ability to effectively represent the College and Office of Admission values, goals, and policies.

Must possess excellent interpersonal and organizational skills and the ability to communicate effectively orally and in writing.

Professional communication skills and the ability to meet deadlines.

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.
- 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.

ASSISTANT DIRECTOR, RECRUITMENT

- 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: November 22, 2022.