

COLLEGE OF CENTRAL FLORIDA

JOB DESCRIPTION

JOB TITLE: ASSISTANT DIRECTOR - ADMISSIONS AND STUDENT RECRUITMENT

PAY GRADE: P-4

OVERTIME STATUS: EXEMPT

MAJOR RESPONSIBILITY:

The Assistant Director of Admissions & Student Recruitment will assist with the day-to-day operations and administration of all activities related to the delivery of admissions and recruitment services. A primary function is to provide leadership and support for articulation, new student recruitment, admissions counseling and advising, and retention activities for the Office of Admissions and Student Recruitment.

To schedule and coordinate recruitment events for the tri-county area. Input and track leads while managing the Constituent Relations Management (CRM) database. To exemplify professionalism and excellent customer service to the CF constituency, potential students, and the community. Provide direct support to the Director of Admissions and Student Recruitment. Perform all other duties as assigned in an effective and timely manner, while supporting and modeling the mission, vision, and values of the college.

At the College of Central Florida, our vision is to be "Your first choice for quality higher education." We aim to accomplish this by providing a caring and exceptional learning environment that fosters the success of our students and community. Candidates considering becoming part of the CF family must be able to embrace and model this philosophy in their day-to-day responsibilities and demonstrate our standards: professional, responsive, informative, dependable, and engaged.

PREREQUISITES FOR POSITION (Qualification Standards):

1. Education or training: Bachelor's degree required, preferably in the field of Education or Public Relations.
2. Years of experience in the field: Two or more years of full-time experience, in progressively responsible supervisory positions, preferred. Background in community college advising or marketing/public relations desirable.
3. Special skills or abilities related to the position: Knowledge of the college's objectives and policies relating to student development, admissions, and graduation requirements. Thorough knowledge of college activities and calendar. Knowledge of the state university transfer requirements. Evidence of positive human relations skills and ability to communicate effectively.

ESSENTIAL JOB FUNCTIONS:

1. Work in coordination with the Director of Admissions and Student Recruitment to ensure effective and efficient delivery of admission and recruitment functions at the college.
2. Schedule and coordinate admissions and recruiting activities for the college: includes, but is not limited to, high school visitations, Career Days events, Career & Colleges Expo, Preview Night, Tri-County Counselors meeting, Getting Started Sessions application sessions, and workshops to prepare traditional and non-traditional students for college.
3. Supervise within the Admissions department and conduct annual performance reviews for assigned staff.
4. Participate in articulation and recruitment efforts between district public and private school systems and the college.
5. Provide follow-up and support with all new student inquiries leading to admission to the college (including but not limited to working with high school counselors, local businesses, and utilizing Jenzabar software).
6. Track LEADS from recruitment events in CRM to create a pipeline to the college.
7. Assist with long- and short-range plans for student recruitment and retention in concert with Marketing and Public Relations.
8. Able to work a flexible schedule which may include evenings and/or weekends.
9. Facilitate student access to campus resources while students are in the admissions funnel.
10. Establish and maintain relationships within the community to increase enrollment in the tri-county area.
11. Recruit for all academic programs to increase college-wide enrollment.
12. Work with supervisor to maintain recruitment budget for campus events and order annual promotional materials.
13. Act as campus liaison and maintain regular contact & communication with tri-county high school personnel and students.
14. Assist with new student admissions advising and new student and parent orientation programs.
15. Work with other campus entities to provide a seamless transition through the application process.
16. Work in conjunction with senior administration, faculty, and department leaders for campus events, tours, and recruitment activities.
17. Create and maintain Standard Operating Procedures Manual.
18. 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 marginal duties as required.)

ESSENTIAL PHYSICAL SKILLS:

- Acceptable eyesight (with or without correction).
- Acceptable hearing (with or without a hearing aid).
- Ability to communicate both orally and in writing.
- Driving.

PHYSICAL DEMANDS:

The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

- Acceptable eyesight (with or without correction).
- Acceptable hearing (with or without hearing aid).
- Ability to clearly communicate both orally and in writing on a telephone and on a computer for extended periods of time.
- Routinely requires sitting at a desk and viewing a display screen for extended periods of time.
- Ability to access, input, and retrieve information from a computer or other electronic device.
- Routinely requires moderate (up to 40 pounds) lifting and carrying.
- Routinely requires walking, standing, sitting, kneeling, stooping, reaching up, twisting and bending.
- Ability to drive a college vehicle.

ENVIRONMENTAL CONDITIONS:

- Works inside in an office environment.

(Reasonable accommodations will be made for otherwise qualified individuals with a disability.)

PRIMARY LOCATION OF JOB: Ocala Campus

SUPERVISOR OF POSITION: Director of Admissions and Student Recruitment