

## COLLEGE OF CENTRAL FLORIDA

### JOB DESCRIPTION

JOB TITLE: ADMISSIONS AND SCHOOL RELATIONS SPECIALIST – OCALA CAMPUS

PAY GRADE: P-2

OVERTIME STATUS: EXEMPT

#### MAJOR RESPONSIBILITY:

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.

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: A Bachelor's degree is required, preferably in the field of Education or Public Relations.
2. Years of experience in the field: One or more years of full-time experience, in progressively responsible supervisory positions, preferred. Background in community college advising or marketing/public relations is 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. Provide comprehensive support for all admissions and recruiting activities for the college: including, but is not limited to, high school visitations, career day events, Career & Colleges Expo, Preview Night, Tri-County Counselors meeting, Getting Started Sessions, and workshops to prepare high school students for college.
2. Participate in articulation and recruitment efforts between district public and private school systems and the college.
3. Provide follow-up and support with all new student inquiries leading to admission to the college.

ESSENTIAL JOB FUNCTIONS (Continued):

4. Assist with long- and short-range plans for student recruitment and retention in concert with the marketing and Public Relations department.
5. Organize and supervise Assist with campus visits by student groups from within the college district.
6. Manage all aspects of the Student Ambassador Leadership program.
7. Maintain budget; order annual promotional materials. Work with supervisor to order annual promotional materials in conjunction with Office of Admissions & Student Recruitment and Marketing & Public Relations.
8. Regular contact & communication with tri-county high school personnel and students.
9. Assist prospective students and parents through admissions advising.
10. Assist with new student admissions advising.
11. Collaborate with the Manager of Admissions and School Relations on implementing a college-wide recruiting plan.
12. Increase BAS recruitment within the high schools for students completing their AA Degree through Dual Enrollment.
13. Able to work a flexible schedule which may include evenings and/or weekends.

(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.)

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 a hearing aid).
- Ability to clearly communicate both orally and in writing on a telephone and a computer for extended periods.
- Routinely requires sitting at a desk and viewing a display screen for extended periods.
- 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