

COLLEGE OF CENTRAL FLORIDA

JOB DESCRIPTION

JOB TITLE: DIRECTOR – ADMISSIONS

PAY GRADE: A-15

OVERTIME STATUS: EXEMPT

MAJOR RESPONSIBILITIES:

The Director of Admissions is responsible for the administration of all admissions functions, recruiting, school and community relations, marketing/PR, prospect communication & tracking and reporting.

At the College of Central Florida, our vision is "To be the first choice for quality higher education in our community." 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: Master's degree in higher education, student personnel, or related area required.
2. Years of experience in field: Four years administrative experience in a college setting required. Two or more years experience in college admissions, college recruiting records and registration and/or student advising in a college student affairs department preferred.
3. Special skills or abilities related to position: Organizational skills, communication skills, decision-making, customer service; working knowledge of basic rules, regulations, procedures related to admissions, residency, transcript evaluation, financial aid, records, VA, and registration. Computer literacy. Currency of knowledge related to College information disseminated to students. An understanding of the innovative uses of technology in the recruitment process.

ESSENTIAL JOB FUNCTIONS:

1. Plan, develop, and implement recruiting and marketing plans to meet college-wide enrollment goals.

ESSENTIAL JOB FUNCTIONS: (Continued)

2. Monitor special populations regarding admissions for international students, dual enrollments, early admissions, etc.
3. Supervise, train and evaluate assigned staff.
4. Oversee daily operations of admissions.
5. Maintain all aspects of admissions budget (expenses and personnel)
6. Coordinate admissions services with other key college offices including marketing and public relations.
7. Monitor the annual admissions cycle from point of inquiry through application and registration to ensure a high level of customer service by making timely adjustments as required.
8. Regularly look for ways to provide more efficient customer service and accurate and consistent information to students.
9. Review and selection of all forms, brochures, and other informational materials designated for dissemination to students and the public.
10. Organize and conduct regularly scheduled staff training sessions.
11. Directly assist students as related to the function of admissions.
12. Demonstrate leadership in coordinating all recruiting planning college-wide.
13. Develop and maintain close working relationships with key secondary school and community constituents.
14. Analyze recruitment-related data and assess programming activities as part of the strategic enrollment planning.
15. Develop, maintain and execute the department's communication plan to prospective and admitted students.
16. Develop and monitor statistical reports to enhance recruitment strategies, yield management, forecasting and operational efficiency.

(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 correction)
- Ability to communicate both orally and in writing

ENVIRONMENTAL CONDITIONS:

- Works in an open office environment.

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

PRIMARY LOCATION OF JOB: Enrollment Services Center, Student Services

SUPERVISOR OF POSITION: Dean - Enrollment Management