

COLLEGE OF CENTRAL FLORIDA

JOB DESCRIPTION

JOB TITLE: DIRECTOR – ADMISSIONS AND STUDENT RECRUITMENT

PAY GRADE: A-1

OVERTIME STATUS: EXEMPT

MAJOR RESPONSIBILITIES:

The Director – Admissions and Student Recruitment is responsible for the administration of all student recruitment functions, school and community relations, marketing/PR, prospect communication & tracking and reporting.

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: Master’s degree in higher education, student personnel, or a related area required.
2. Years of experience in field: Four years’ full-time experience in executive administration in a college setting required or four years’ full-time higher education student recruitment experience at an executive level required. Two years’ supervisory experience 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 student recruitment.
5. Maintain all aspects of student recruitment budget (expenses and personnel).
6. Coordinate student recruitment services with other key college offices including marketing and public relations.
7. Monitor the annual student recruitment cycle from point of inquiry through application and acceptance to the college 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 recruitment/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.)

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.
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PHYSICAL DEMANDS (Continued):

- Routinely requires walking, standing, sitting, kneeling, stooping, reaching up, twisting and bending.

ENVIRONMENTAL CONDITIONS:

- Works in an open office environment.

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

PRIMARY LOCATION OF JOB: Bldg. 5. Enrollment Services Center, Student Services

SUPERVISOR OF POSITION: Dean of Enrollment Management