

Job Description

Position title: Assistant Director of High School Engagement and Recruitment

Job Family: Student Recruitment

Job Level: Manager

FLSA Status: Exempt

Salary Grade: 08

Position Summary:

The Assistant Director of High School Engagement and Recruitment is responsible for developing and implementing strategies that increase the matriculation of local high school graduates into Pima Community College while advancing the College's commitment to expanding educational attainment and workforce readiness across Southern Arizona. The Assistant Director helps drive PCC's visibility and active presence across Pima County high schools, while directly supervising and guiding high school recruiters to ensure they meet established recruitment goals for the college. The Assistant Director leverages data-driven strategies, recruitment metrics, and the Customer Relationship Management (CRM) system to optimize outreach efforts, track prospective student progress, and boost conversion rates. Additionally, the Assistant Director plays a key role in helping to design early college programs, fostering collaborative partnerships between students and college staff, and cultivating strong relationships with high school administrators, counselors, students, and families to support a seamless transition from high school to postsecondary education.

Essential Duties and Responsibilities:

Examples of key duties are interpreted as being descriptive and not restrictive in nature. Incumbents routinely perform approximately 80% of the duties below.

1. Provides operational direction and day-to-day supervision to high school engagement and recruitment staff, ensuring compliance with federal, state, and institutional standards governing higher education admissions, student privacy (such as FERPA), dual enrollment, and recruitment ethics.
2. Assists in prioritizing and assigning work, ensures staff training, conducts performance evaluations, and makes hiring, termination, and disciplinary recommendations.
3. Implements clear recruitment goals and performance benchmarks for high school recruiters. Leads, motivates, and coaches staff to achieve established recruitment and outreach targets and maintains accountability through ongoing monitoring and reporting.
4. Manages the daily implementation and effective use of the CRM system, recruitment tracking systems, and related educational technology platforms to track prospective students from initial inquiry through enrollment.
5. Trains and supports high school recruiters in CRM usage, data entry, and reporting to maintain accurate records and engagement history.
6. Analyzes CRM metrics and engagement data to track student progress, application completion, and conversion rates. Generates reports, identifies trends, and uses findings to streamline outreach pipeline workflows and optimize recruitment strategies.
7. Cultivates and maintains strategic partnerships with high school administrators, district leaders, counselors, teachers, students, families, and community organizations. Engages effectively with

diverse populations to promote PCC programs and opportunities and support educational access and equity for historically underrepresented students.

8. Coordinates and leads the student engagement and recruitment team in planning and managing multiple concurrent recruitment activities, schedules, events, and multi-school district outreach efforts, including Pima Days, school visits, and PCC facility and program tours.
9. Represents or coordinates representation of PCC at school meetings, advisory groups, and community forums to enhance high school engagement and strengthen partnerships. Delivers presentations and workshops to high school students, families, school personnel, and community audiences, including student assemblies and parent orientations.
10. Oversees the delivery and administration of leadership development programs for high school students, incorporating postsecondary academic advising frameworks, career exploration principles, and student development practices to support college readiness, transition, and enrollment.
11. Collaborates with internal PCC departments including Dual Enrollment, Admissions, Financial Aid, and Academic Affairs to streamline the high school-to-college transition process.
12. Assists the Director in developing, implementing, and evaluating recruitment strategies aligned with PCC's strategic enrollment goals and institutional leadership priorities.
13. Provides hands-on onsite support and training to High School Engagement and Recruitment Coordinators on student intake, needs assessment, and interviewing techniques to effectively evaluate prospective student needs, interests, and post-secondary readiness, ensuring their efforts align with departmental and institutional goals.
14. Evaluates ongoing recruitment programs and recommends operational adjustments based on performance data and best practices.
15. Engages students, faculty, and staff in co-designing early college initiatives and mentorship opportunities that build college familiarity and increase postsecondary transition rates.
16. Performs all other duties and responsibilities as assigned or directed by the supervisor.

Knowledge, Skills, and Abilities:

1. Knowledge of administrative procedures and practices
2. Knowledge of advising and counseling practices
3. Knowledge of internal and external customer service principles and practices
4. Knowledge of principles and methods for promoting programs and services
5. Skill in analyzing data and drawing conclusions
6. Skill in coordinating and monitoring the work of others
7. Skill in effective communication (both written and oral)
8. Skill in independent decision making
9. Skill in people leadership and supervision
10. Skill in organization, coordination, and management
11. Skill in positive, productive, and flexible customer service
12. Skill in problem solving
13. Skill in program development and process improvement

14. Skill in project management principles, processes, and techniques
15. Skill in public speaking
16. Skill in team building
17. Ability to apply analytical and critical thinking skills as well as draw conclusions and prepare accurate reports of results
18. Ability to develop and maintain effective and positive working relationships

Supervision:

- Supervises work of others, including planning, assigning and scheduling work, reviewing work and ensuring quality standards, training staff and overseeing their productivity, and signing employee(s) performance evaluation. May have responsibility for making decisions on hiring, termination and pay adjustments.

Independence of Action:

- Results are defined; employee sets own goals and determines how to accomplish results with few or no guidelines to follow, although precedents may exist; supervisor/manager provides broad guidance and overall direction.

Competencies:

Competencies are the actions and behaviors that can be observed as to how work gets done that supports the College's values and strategic objectives.

- Student Success: Allows the opportunity to support student success as well as improve access and retention.
- Organizational Culture: Provides an opportunity to impact the organizational culture of Pima Community College by both acknowledging the College's past and helping to chart its future.
- Governance, Institutional Policy, and Legislation: Allows impact on the guidelines that determine how the College operates.
- Information and Analytics: Allows ability to be a data leader. Provides a holistic representation of College's performance as well as data trends or issues.

Minimum Qualifications:

Candidates/incumbents must meet the minimum qualifications as detailed below.

- Bachelor's degree in related field of study required.
- Master's degree in related field of study preferred.

- Three (3) to five (5) years of related experience in Leadership K-12, Higher Education, or a closely related field required
- Five (5) to eight (8) years of related experience preferred
- One year of supervisory experience required
- Bilingual Spanish language skills preferred
- OR An equivalent combination of certification, education and experience sufficient to successfully perform the essential duties of the job such as those listed above

Physical Demands:

The physical demands described here are representative of those that must be met by an employee to successfully perform the key duties and responsibilities of this job. **Reasonable accommodations may be made to enable individuals with disabilities to perform critical tasks.**

- **Environment:** Work is performed primarily in a standard office environment with staff contact and frequent interruptions.
- **Physical:** Primary functions require sufficient physical ability and mobility to work in a standard office setting; to remain in a stationary position for prolonged periods of time; to occasionally position self to perform duties; to move, transport, and/or position objects of light to moderate (up to 20 pounds) amounts of weight; to operate office equipment including use of a computer keyboard; to travel to other locations using various modes of private and commercial transportation; and to effectively communicate to exchange information.
- **Vision:** Ability to see in the normal visual range with or without correction.
- **Hearing:** Ability to hear in the normal audio range with or without correction.

Special Conditions of Employment:

- Some evening or weekend work hours
- Pre-employment Background Check Required
- DMV Check/Current and Valid AZ Driver's License