

Job Description

Position Title: Director, Advising and Virtual Services

Job Group: Student Affairs

Job Level: Director

FLSA Status: Exempt

Salary Grade: 09

Position Summary:

The Director of Advising and Virtual Services is responsible for directing the strategic planning, administration, and coordination of collegewide Program Advising, Assigned Advising models, Virtual Services, academic planning systems, and student engagement technology initiatives. The role leads the implementation of technology solutions, including artificial intelligence initiatives, to support proactive outreach, enrollment conversion, onboarding, retention, persistence, and student success.

The Director ensures that academic advising practices for virtual enrollment advising and program advising serving transfer, career and technical education (CTE), and fully online programs are delivered consistently and aligned with institutional goals. The position directs special projects and initiatives assigned by the Student Affairs administrative team and ensures that Virtual Services, technology initiatives, programs, and Program Advising services are effectively aligned and integrated across Student Affairs.

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. Serves as Lead Director for Advising. Leads the design, implementation, and continuous improvement of collegewide advising infrastructure, including assigned advising models, academic planning systems, academic pathway tools, degree planning frameworks, and advising workflows that support student enrollment, onboarding, progression, persistence, and completion.
2. Provides leadership and College-wide oversight for cross-divisional advising initiatives by collaborating with Academic Affairs, Workforce Development, Information Technology, and Student Affairs to align advising systems, communication strategies, and student support processes across the College.
3. Directs and oversees Virtual Services and Advising operations, ensuring consistent service delivery, operational effectiveness, and alignment with institutional goals while participating in internal and external partnerships that support student enrollment and engagement.
4. Provides leadership and oversight for multiple advising and virtual service functions, including organizational planning, workforce development, performance management, and the establishment of service delivery standards across assigned operations and advising teams.
5. Incorporates National Academic Advising Association (NACADA) standards and utilizes those standards to develop and evaluate academic advising caseloads and service delivery practices.
6. Directs the activities of assigned programs and services, including planning, implementing, administering, and evaluating projects and operations that have impact throughout the College.
7. Establishes, monitors, evaluates, and continuously improves operational processes, procedures, service standards, and performance expectations for assigned functions, ensuring alignment with

College mission, values, strategic priorities, and applicable local, state, and federal laws, regulations, and accreditation requirements.

8. Develops, plans, implements, and administers operational goals and objectives for assigned functions. Monitors performance, evaluates outcomes, and directs resources and activities to support departmental objectives and student success goals.
9. Evaluates and communicates the impact of potential legal or regulatory changes affecting the College.
10. Supervises assigned employees, including prioritizing and assigning work, conducting performance evaluations, ensuring staff training and development, and making hiring, disciplinary, and termination recommendations.
11. Provides consultation and guidance to other college departments regarding complex issues, policies, and operational matters impacting assigned programs, services, and functions.
12. Administers functional contract proposals, committees, and partnership agreements. Manages the procurement, implementation, and oversight of contracts and service agreements supporting advising operations, virtual services, student engagement technologies, enrollment initiatives, and external educational partnerships.
13. Directs the collection, analysis, and reporting of operational, programmatic, and performance data. Oversees the preparation of complex reports, communications, and recommendations that support planning, assessment, and decision-making.
14. Develops, administers, and monitors budgets. Implements and allocates resources following budget approval and approves expenditures.
15. Directs student engagement technology initiatives, including artificial intelligence-enabled outreach and intervention platforms, by establishing operational standards, coordinating cross-functional implementation, overseeing adoption and workflow integration, monitoring performance metrics, and aligning technology strategies with institutional student success goals.
16. Oversees strategic external partnerships and service providers supporting advising, enrollment, and student engagement operations, ensuring alignment of services, contract performance, operational effectiveness, and institutional student success objectives.
17. Oversees operational governance for student-facing digital service systems and related processes to improve service delivery, expand access, and support efficient administrative operations.
18. Performs all other duties and responsibilities as assigned or directed by the supervisor.

Knowledge, Skills, & Abilities:

1. Knowledge of regulatory compliance principles and practices.
2. Knowledge of advising and counseling practices.
3. Knowledge of business management and fiscal practices
4. Knowledge and application of various instructional methodologies
5. Knowledge of principles and methods for promoting programs and services.
6. Knowledge of internal and external customer service principles and practices.
7. Skill in people leadership and supervision
8. Skill in effective communication (both written and oral).
9. Skill in budget/resource management

10. skill in organization, coordination, and management.
11. Ability to develop and maintain effective and positive working relationships

Supervision:

- Supervises work of other supervisors/managers, including planning, assigning, scheduling and reviewing work, ensuring quality standards. Is responsible for hiring, terminating, training and developing, reviewing performance and administering corrective action for staff. Plans organizational structure and job content.

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.
- Student Success: Allows the opportunity to support student success as well as improve access and retention.
- 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.

- Master's degree in Education, Counseling, Leadership, or a closely related field of study required.
- Five (5) to eight (8) years of related experience required.
- Eight plus (8+) years of related experience preferred.
- Three (3+) years of supervisory experience required.

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 position or transport 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:

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