

# Job Description

Position title: Director of High School Engagement and Recruitment

Job Family: Marketing & Communications

Job Level: Director

FLSA Status: Exempt

Salary Grade: 08

## Position Summary:

The Director of High School Engagement and Recruitment is responsible for developing and managing strategic initiatives to increase the enrollment of high school students at Pima Community College (PCC). The Director of High School Engagement and Recruitment ensures high visibility, presence, and engagement of PCC within high schools and holds high school recruiters accountable for meeting recruitment goals. The Director of High School Engagement and Recruitment will leverage data-driven strategies, recruitment metrics, and a Customer Relationship Management (CRM) system to optimize engagement efforts, track student progress, and improve conversion rates. The Director of High School Engagement and Recruitment fosters strong relationships with high school administrators, counselors, students, and families to enhance the 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 administrative direction and supervision to high school engagement and recruitment staff.
2. Prioritizes and assigns work, ensures staff training, conducts performance evaluations, and makes hiring, termination, and disciplinary recommendations.
3. Sets clear recruitment goals and performance benchmarks for high school recruiters and ensures accountability through ongoing monitoring, reporting, and coaching.
4. Oversees the implementation and effective use of a CRM system to track prospective students from initial inquiry through enrollment.
5. Ensures high school recruiters are properly trained in CRM usage, data entry, and reporting to maintain accurate records and engagement history.
6. Analyzes recruitment metrics and engagement data to assess performance, identify trends, and adjust strategies to maximize enrollment conversion rates.
7. Establishes and maintains strong partnerships with high school administrators, district leaders, counselors, and teachers to promote PCC programs and opportunities.
8. Leads student engagement and recruitment team in efforts at high schools by coordinating Pima Days, school visits, and PCC facility and program tours.
9. Ensures representation of PCC at school meetings, advisory groups, and community forums to enhance high school engagement and strengthen partnerships.
10. Designs and oversees leadership development programs for high school students to encourage college readiness and career exploration.

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. Develops, implements, and evaluates recruitment strategies aligned with PCC's strategic enrollment goals in collaboration with the Vice Chancellor for External Relations and other enrollment management leaders.
13. Tracks and reports on key recruitment metrics, including engagement numbers, application completion rates, and enrollment conversion.
14. Provides onsite support to High School Engagement and Recruitment Coordinators and ensures their efforts align with institutional goals.
15. Supervises and/or participates in the development and administration of the departmental budget.
16. Continuously evaluates recruitment programs and adjusts strategies based on performance data and best practices.
17. Serves as a representative for internal and external committees and task forces related to student recruitment and retention.
18. Performs all other duties and responsibilities as assigned or directed by the supervisor.

### **Knowledge, Skills, and Abilities:**

1. Knowledge of regulatory compliance principles and practices.
2. Knowledge and application of interviewing and investigative methods and procedures.
3. Knowledge of advising and counseling practices.
4. Knowledge and application of organizational and time management principles.
5. Skill in analyzing data and drawing conclusions.
6. Skill in effective communication (both written and oral).
7. Skill in positive, productive, and flexible customer service.
8. Skill in problem solving.
9. Skill in program development and process improvement.
10. Skill in public speaking.
11. Ability to adapt and maintain professional composure in emergent and crisis situations.
12. Ability to apply analytical and critical thinking skills as well as draw conclusions and prepare accurate reports of results.
13. 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.

- **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 Administration, Leadership K-12, Higher Education, or a closely related field of study required
- Doctoral degree in Curriculum and Instruction, Leadership, or a closely related field of study preferred
- 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 an 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