

Job Description

Position title: Director, Student Recruitment

Job Family: Marketing & Communications

Job Type: Director

FLSA Status: Exempt

Salary Grade: 08

Position Summary:

As an integral member of the External Relations and Enrollment Management Leadership Team, the Director of Student Recruitment performs strategic direction, planning and oversight for functional operations of the student recruitment and outreach teams from initial inquiries through application. Administrators Customer Relationship Management (CRM) recruitment tracking software, systems, training and analysis for all College areas associated with student outreach. Builds partnerships and relationships internally and externally that result in increased student enrollment. Oversees enrollment process improvement, program analysis and program budgets to meet College enrollment objectives.

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. In collaboration with the Vice Chancellor for External Relations and Vice President of Enrollment Management, plans, implements, evaluates, and provides administrative oversight of student recruitment strategies, programs, communications and needs throughout the initial enrollment cycle from initial inquiry through application.
2. Leads the design, implementation, management and training for the College's Customer Relationship Management (CRM) student recruitment software and system across College departments that recruit students including general student recruiters, high school recruiters and workforce program recruiters. Act as College's chief liaison to outside CRM vendor.
3. Presents recruitment reports and analysis for senior College management based on CRM data and effectively execute recruitment strategies and meet College student recruitment goals and objectives based on data-driven decision-making.
4. Provides administrative direction and supervision to student recruitment staff. Prioritizes and assigns work, ensures staff training, conducts performance evaluations and makes hiring, termination, and disciplinary recommendations.
5. In collaboration with the Vice Chancellor for External Relations develops implements and evaluates strategic student recruitment objectives, policies, and procedures, interprets and applies College policies and procedures and State and Federal regulations.
6. Leads College compliance with Higher Learning Commission rules and regulations regarding student outreach and recruitment.
7. Creates, develops, and administers solutions, strategic plans and activities, aligned objectives, and processes and procedures for student recruitment. Conducts research, analysis and provides findings and recommendations. Develops solutions to processes pertaining to student recruitment.

8. Leads cross-College CRM users' group and serves as a member of multiple recruitment administrative teams including the Strategic Enrollment Management Plan Team (SEMP), Marketing Team and External Relations Leadership Team.
9. Serves as a representative for internal and external committees and task forces related to student recruitment and retention.
10. Supervises and/or participates in the development and administration of the departmental budget
11. 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 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.

- **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.

- Bachelor's degree in Education, Social Sciences, Human Services, Sales or a closely related field of study required.
- Master's degree in a closely related field of study preferred.
- Five (5) to eight (8) years of professional student recruitment or sales experience required.
- One (1) to Three (3) years of supervisory experience 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 stand or sit for prolonged periods of time; to occasionally stoop, bend, kneel, crouch, reach, and twist; to lift, carry, push, and/or pull light to moderate (up to 20 pounds) amounts of weight; to operate office equipment requiring repetitive hand movement and fine coordination including use of a computer keyboard; to travel to other locations using various modes of private and commercial transportation; and to verbally 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