

POSITION: ASSISTANT DIRECTOR OF ENROLLMENT SERVICES

QUALIFICATIONS:

- ◆ Bachelor's degree in education, counseling, or other related field **required**.
- ◆ Three years' experience working in college recruitment and outreach **required**.
- ◆ Experience in working with secondary students of all ages and backgrounds.
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- ◆ Experience in coordinating programs between secondary and postsecondary schools.
- ◆ Knowledge of technical programs, Banner student information software, and STARS.
- ◆ Excellent oral, written, and interpersonal skills.
- ◆ Demonstrated time management and organizational skills.
- ◆ Ability to work flexible hours and travel as needed.
- ◆ A commitment to the teaching-learning process of the community college and the open-door admission process.

DUTIES:

- ◆ Serves as assistant director and budget manager for Enrollment Services, focusing on recruitment of students for general education transfer, technical programs, and health science programs.
- ◆ Maintains an individual recruitment plan for each semester. The plan includes recruitment goals and activities, participation in events/college fairs, communications with prospective students and networking opportunities.
- ◆ Coordinates workshops, seminars, Cardinal Commit, Preview Day, and all student recruitment activities; assists Public Relations to develop and implement marketing strategies.
- ◆ Maintains external recruitment travel calendar to coordinate outside recruitment strategies including high school visits, fairs, and community based-events. Develops programs to cultivate and maintain relationships with school district personnel and other outside organizations.
- ◆ Supervises the Enrollment Services team and plans professional development opportunities.
- ◆ Organizes and assigns specific territories for all recruiters to align with the College's recruitment goals.
- ◆ Establishes and coordinates tracking systems and data collection analysis. Evaluates data to determine outcomes and effectiveness. Prepares reports, recruitment materials, and formal presentations for program use and implementation. Ensures that goals/objectives, timelines, and budget obligations are met.
- ◆ Works to ensure that all initiatives and programs in Enrollment Services are adequately supported and staff are supervised, trained, and evaluated based on the needs of the institution, department, and program.
- ◆ Coordinates college campus tours and visits for prospective students. Establishes and maintains effective communication with secondary school personnel within the service area.
- ◆ Attends conferences, workshops, ACCS meetings, community events, and professional development events
- ◆ Attends college recruitment events during the day and evenings.
- ◆ Makes presentations to individuals, small groups, and large audiences.
- ◆ Coordinates annual visits for high school awards programs and college recruitment events.
- ◆ Plans and implements career exploration activities for middle and high school students.
- ◆ Serves as a resource person for all area school superintendents, principals, counselors, and career coaches.

- ◆ Represents the Enrollment Services Division within the service area and conducts public relations efforts to promote the College and its programs.
- ◆ Works collaboratively with deans, faculty, staff, alumni and current students to recruit new students.
- ◆ Oversees and approves payroll and leave requests for the Enrollment Services office.
- ◆ Reviews and ensures that enrollment marketing materials are up to date and relevant to the College brand.
- ◆ Creates a customer service centered approach for recruiting staff.
- ◆ Joins appropriate state, regional, and national student recruiting associations.
- ◆ Manages all aspects of the student ambassador program.
- ◆ Responsible for SACSCOC compliance and specialty accreditation compliance of all programs/services in assigned division/department.
- ◆ Complies with all policies of the Alabama Community College System and the College.
- ◆ Performs related duties as assigned.

Note: The intent of this description is to provide a representative summary of the essential functions that will be required of positions given this title and should not be construed as a declaration of specific duties and responsibilities of any particular position. Employees will be assigned specific job-related duties through their hiring departments. Specific job-related duties assigned by hiring departments shall be consistent with the representative essential functions listed above and shall not be construed as expanding a particular position's role, scope, FLSA status, or grade.

PROJECTED STARTING DATE:

April 2022

SALARY:

Salary Schedule C-3 – \$50,000 - \$60,000

APPLICATION DEADLINE:

March 14, 2022 – 4:00 P.M.

APPLICATION PROCEDURE:

ONLY COMPLETE APPLICATION PACKAGES WILL BE GIVEN CONSIDERATION FOR EMPLOYMENT. Complete package consists of (a) Gadsden State Community College application, (b) letter of interest, (c) current resume; and (d) copies of transcripts of postsecondary education.

Application materials must provide documentation that the applicant meets all minimum qualifications.

Send to:

**DIRECTOR OF HUMAN RESOURCES
GADSDEN STATE COMMUNITY COLLEGE
P. O. Box 227
GADSDEN, AL 35902-0227
(256) 549-8236
jobs@gadsdenstate.edu**

Applicants must adhere to the College's prescribed interview schedule and must travel at their own expense. Application materials are considered privileged and confidential and will be used for employment purposes only.

Gadsden State Community College is an equal opportunity employer.

It is the official policy of the Alabama Community College System, including postsecondary institutions under the control of the Board of Trustees, that no person in Alabama shall, on the grounds of race, color, disability, sex, religion, creed, national origin, age, or other classification protected by Federal or State law, be excluded from participation in, be denied the benefits of, or be subjected to discrimination under any program, activity or employment.

Gadsden State will make reasonable accommodations for qualified disabled applicants or employees. More than one position in the same job classification may be filled from the applicants for this position should another vacancy occur during the search process.

The College reserves the right to withdraw this job announcement at any time prior to the awarding.

Any offer of employment is contingent upon a satisfactory criminal background investigation.

This employer participates in E-Verify.