

DIRECTOR OF STRATEGIC ENROLLMENT

Job Description

CATEGORY: ADMINISTRATIVE AND PROFESSIONAL
POSITION STATUS: FULL-TIME
FLSA STATUS: EXEMPT
SALARY CODE: 14
REPORT TO: VICE PRESIDENT OF STUDENT SERVICES
REVIEWED DATE:

The incumbent in this job is expected to assist the College in achieving its vision and mission of student success and service to the community. A commitment to excellence, service, and a willingness to assist as needed are expectations for all employees.

JOB SUMMARY

Responsible for the development and facilitation of Texas Southmost College's strategic enrollment plan which includes identifying strategies for creating an awareness of TSC in secondary education arenas as well as supporting prospective students through the search, inquiry, application, admission and enrollment process. Duties include, but are not limited to, planning, coordinating, and executing recruitment strategies in conjunction with TSC's Recruitment and Admissions & Records team. In addition, the Director of Strategic Enrollment will communicate and partner with High School programs and the Academy for Lifelong Learning to promote and facilitate effective pathway strategies.

ESSENTIAL DUTIES AND RESPONSIBILITIES

- Supervises a team of professional and student recruiters that engage groups and individual prospective students at high schools, community events, businesses, and other establishments to enroll in TSC.
- Makes data-informed decisions when developing and implementing the campus strategic enrollment plan.
- Continually evaluates processes, strategies, and tactics to improve the recruitment and admissions functions of the college.
- Trains and supports staff involved in recruitment and admission efforts and operations. Ensures acquired technology is leveraged in recruitment operations.
- Builds and maintains a cohesive, integrated, and collaborative enrollment function that promotes high standards of customer service so that prospective students have an excellent experience from the first point of contact through admissions and first enrollment.
- Serves as the point person for the internal coordination of college student recruitment and enrollment management goals while utilizing specific knowledge gained from admissions, registration criteria, financial aid and/or scholarship information and deadlines.
- Works in partnership with the Vice President of Student Services and the Executive Director of Enrollment and Academic Support Services to establish annual enrollment goals.
- Coordinates and conducts open houses and community enrollment events designed to communicate TSC's unique educational experience.
- Facilitates call, text and email campaigns to prospective TSC students.
- Participates in the systematic review process and evaluation for the Recruitment functional area, including the development and monitoring of outcomes and plans of action for improvement.

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- Attends the workplace regularly, reports to work punctually and follows a work schedule to keep up with the demands of the worksite.
- Working hours may include evenings, holidays or weekends depending on deadline requirements and special events.
- Completes duties and responsibilities in compliance with college standards, policies and guidelines.
- Uses interpersonal skills and makes sound judgments to decide how duties and responsibilities are completed between coworkers, the supervisory chain, faculty, staff, students, and customers.
- Completes all required training and professional development sessions sponsored by Texas Southmost College.
- Supports the values and institutional goals as defined in the College's Strategic Plan.
- Promotes positive morale and teamwork within the department and provides exceptional customer service to students, faculty and community.
- Serves on committees as appropriate and as appointed by supervisor.
- Performs other duties as assigned.

REQUIRED KNOWLEDGE AND SKILLS

To perform this job successfully, an individual must be able to perform each essential duty satisfactorily. The requirements listed below are representative of the knowledge, skill, and/or ability required.

- A strong commitment to the mission of Texas Southmost College.
- Demonstrated excellent communication, interpersonal and leadership skills; ability to work independently with little direction.
- Demonstrated organizational skills in handling, directing, and prioritizing multiple and complex assignments/projects and maintaining records.
- Ability to establish and maintain positive and effective working relationships with students, College employees and the public.
- Ability to communicate effectively, both orally and in writing; define problems, collect data, establish facts, and draw valid conclusions; and effectively present information to top management, public groups, and other groups, as required.
- Knowledge of career interest inventory testing procedures and outcomes.
- Ability to work effectively in a team environment with a student service focus.
- Excellent customer service skills and interpersonal skills.
- Ability to handle sensitive and extensive confidential data.
- Problem solving skills and the ability to lead, instruct, handle a large variety of details and to work with all levels of organization.
- Ability to perform and excel in a high-tech all-digital environment.
- Proficient in the use of e-mail, word processing, spreadsheet, database, and presentation software and use of the Internet to access data, maintain records, generate reports, and communicate with others.
- Ability to respond to common inquiries about the College from students and members of the community.
- Ability to perform and excel in a high-tech, all-digital environment.

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REQUIRED EDUCATION AND EXPERIENCE

To perform this job successfully, an individual must be able to perform each essential duty satisfactorily. The requirements listed below are representative of the education and experience required.

- Bachelor's degree from an accredited college or university.
- At least two (2) years of experiences with sales, recruitment or marketing in higher education or related industries.

PREFERRED EDUCATION AND EXPERIENCE

- Master's Degree from an accredited college or university.
- Higher Education Experience.
- Bilingual in English-Spanish.

CERTIFICATES AND LICENSURES

None required.

PHYSICAL DEMANDS

The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. While performing the duties of this job, the employee is frequently required to sit; use hands and fingers to handle objects, tools, or controls; reach with hands and arms; and talk or hear. The employee is occasionally required to stand; climb or balance; stoop, kneel, crouch, or crawl; and taste or smell. The employee must frequently lift and/or move up to 10 pounds and occasionally lift and/or move up to 25 pounds. Specific vision abilities required by this job include close vision, distance vision, color vision, peripheral vision, depth perception, and the ability to adjust focus.

WORK ENVIRONMENT

The work environment characteristics described here are representative of those an employee encounters while performing the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions. While performing the duties of this job, the employee occasionally works near moving mechanical parts and is occasionally exposed to risk of electrical shock. The noise level in the work environment is usually moderate.

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Disclaimer:

The duties listed are intended only as illustrations of the various types of work that may be performed. The omission of specific statements of duties does not exclude them from the position if the work is similar, related or a logical assignment to the position. The job description does not constitute an employment agreement between the employer and employee and is subject to change by the employer as the needs of the employer and requirements of the job change.

Are you able to perform these essential job functions with or without reasonable accommodation?

- Yes
- With Accommodations

Employee Signature: _____ Date: _____

Direct Supervisor: _____ Date: _____

HR Representative: _____ Date: _____

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Posting Specific Questions

Required fields are indicated with an asterisk (*).

1. How did you hear about this employment opportunity?
 - TSC Website
 - HigherEdJobs
 - Indeed
 - LinkedIn
 - Specialty Job Board
 - Facebook
 - Work-In-Texas/ Texas Workforce Commission
 - Job Fair
 - Personal Referral
2. *Do you have a bachelor's degree from an accredited college or university?
 - Yes
 - No
3. *Do you have at least two (2) years of experience with sales, recruitment or marketing in higher education or related industries?
 - Yes
 - No
4. Do you have a master's degree from an accredited college or university?
 - Yes
 - No
5. Do you have higher education experience?
 - Yes
 - No
6. Are you bilingual in English-Spanish?
 - Yes
 - No