

**FLORIDA STATE COLLEGE AT JACKSONVILLE
JOB DESCRIPTION, 2023**

DIRECTOR OF STUDENT RECRUITMENT

FLSA STATUS: EXEMPT – PAY GRADE: 26 - A

JOB FAMILY: STUDENT SERVICES

JOB FUNCTION: STUDENT SERVICES

GENERAL STATEMENT OF JOB

The Director of Student Recruitment provides principal leadership and direct administrative oversight of college-wide recruitment, admissions, and orientation efforts. Collaborates with internal and external stakeholders to provide strategic and tactical leadership in management of new student recruitment and onboarding of students in initial stages of the student lifecycle. Provides leadership in interpreting student recruitment needs and identifies process improvement recommendations for the admissions process. Provides direct supervision and management of staff and departmental resources, including hiring, training, evaluation, and assigning of duties and responsibilities; developing staff goals, project plans, and professional development; and Constituent Relationship Management (CRM) system, and other department technologies and resources.

CHARACTERISTIC DUTIES AND RESPONSIBILITIES

Conducts and manages hiring, training, and supervision of operational staff; provides coaching and facilitates professional development opportunities to operationalize a competent, productive, and effective department.

Administers the college's prospective and applicant student databases; assesses systems support interface and needs; and interprets those needs for functional analysts and IT support teams in to operationalize business processes.

Represents the department and Enrollment Management unit and provides leadership and departmental insight through service on various internal and external committees and working groups to support the Division of Student Services.

Provides strategic and tactical leadership for overall recruitment and onboarding efforts by working with both internal and external stakeholders to advance the goals of the department and mission and vision of the College.

Leads efforts to support high-level use of the CRM (Element451), SIS (PeopleSoft), and other technologies in tracking analytics and creating and assessing metrics to support a data-driven and technically skilled recruiting team.

Conducts research through a variety of knowledge channels to operationalize best "Right- Fit" practices for the department.

Develops data-informed recruitment and yield strategies and tactics by utilizing data from a variety of sources to evaluate student behavior and trends.

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Manages internal and external customer service needs, responsiveness, and escalations by establishing protocols and procedures to respond and continuously improve services. Works directly with students on campus and supports campus leaders during peak enrollment periods.

Plans, develops, and controls departmental budget for initial, maintained, and deferred operational costs, to support student recruitment, admissions, and onboarding.

Develops communication plans and accompanying marketing materials to promote the mission of the College; promotes new student recruitment through events and programs for prospective students and their families by collaborating with internal and external stakeholders in order to communicate the values of the College and requirement for enrollment.

Performs related duties, as required.

SUPERVISION RECEIVED

Supervision is received from the appropriate supervising administrator.

SUPERVISION EXERCISED

Supervision may be exercised over assigned staff and/or student assistants.

MINIMUM QUALIFICATIONS

Bachelor's degree from an accredited college or university supplemented by five (5) years of related experience in higher education leadership.

PREFERRED QUALIFICATIONS

Master's degree from an accredited college or university supplemented by five (5) years of related experience in a college setting developing enrollment management plans and directing efforts.

MINIMUM QUALIFICATIONS OR STANDARDS REQUIRED TO PERFORM ESSENTIAL JOB FUNCTIONS

Physical Requirements: Must be physically able to operate a variety of machines and equipment including computer, office equipment, telephone, etc. Physical demands are essentially those of sedentary work. Tasks may require extended periods of time at a keyboard or workstation.

Data Conception: Requires the ability to compare and/or judge the readily observable, functional, structural or compositional characteristics (whether similar to or divergent from obvious standards) of documentation, files, accounts, and equipment.

Interpersonal Communication: Requires the ability to speak and/or signal people to convey or exchange information. Includes issuing and receiving assignments, instructions, and/or directions.

Language Ability: Requires ability to read standard English, as well as basic technical data, policy and procedure manuals, codes, etc. Requires the ability to prepare forms and reports using prescribed formats. Requires the ability to communicate with a broad array of individuals from various professional backgrounds.

Intelligence: Requires the ability to apply principles of logical thinking to define problems, collect data, establish facts and draw valid conclusions; to interpret a variety of instructions or inquiries furnished in written and/or oral form; to acquire knowledge of topics related to occupation.

Verbal Aptitude: Requires the ability to record and deliver information, to explain procedures, and to follow oral/written instructions. Must be able to communicate effectively with co-workers, the public, and students.

Numerical Aptitude: Must be able to add, subtract, multiply and divide; calculate decimals and percentages.

Form/Spatial Aptitude: Requires the ability to inspect items for proper length, width and shape, and visually read various information.

Motor Coordination: Requires the ability to coordinate hands and eyes accurately in operating modern office equipment and machinery.

Manual Dexterity: Must have minimal levels of eye/hand/foot coordination.

Color Discrimination: May not require the ability to differentiate between colors and shades of color.

Interpersonal Temperament: Requires the ability to deal with people beyond receiving instructions. Must be adaptable to performing under moderate levels of stress, imposed by frequent deadlines, peak workloads, or public/student contact.

Physical Communication: Requires the ability to talk and hear: (talking: expressing or exchanging ideas by means of spoken words; hearing: perceiving nature of sounds by ear).

Environmental Requirements: Tasks are regularly performed without exposure to adverse environmental conditions (e.g., dirt, cold, rain, fumes).

Effective: 2/2017; revised 8/2018; 5/10/23