

**FLORIDA STATE COLLEGE AT JACKSONVILLE
JOB DESCRIPTION, 2026**

ASSOCIATE DIRECTOR OF ADMISSIONS AND STUDENT RECRUITMENT

FLSA STATUS: EXEMPT PAY GRADE: 20-P

JOB FAMILY: STUDENT SERVICES

JOB FUNCTION: STUDENT SERVICES

GENERAL STATEMENT OF JOB

The Associate Director of Admissions and Student Recruitment develops and implements recruitment and outreach strategies focused on prospective students and/or oversees admissions operations and the post-application enrollment process, with functional emphasis varying based on institutional needs. This position builds partnerships with high schools, guidance offices, employers, community organizations, workforce agencies, and internal departments, and represents the College throughout the community to generate prospective student interest and enrollment. The role provides enrollment guidance and supports institutional enrollment goals through targeted recruitment initiatives, as well as communication and follow-up related to enrollment requirements, including monitoring application completion and student progression to enrollment.

This position plays a key role in advancing the College's Strategic Enrollment Management Plan through innovation, collaboration, and continuous improvement in student recruitment and early onboarding processes, and participates in committees and councils supporting college-wide planning and evaluation.

CHARACTERISTIC DUTIES AND RESPONSIBILITIES *(Depending upon assignment)*

Develops and implements recruitment strategies for adult learners and/or traditional students by identifying target populations, planning outreach activities, and coordinating recruitment initiatives in order to increase adult and/or traditional student enrollment. Builds and maintains partnerships with high schools, employers, workforce organizations, community agencies, and military-affiliated organizations through regular outreach visits, presentations, and partnership meetings to create enrollment pathways

Represents the College at community events, employer sites, workforce centers, and recruitment events by providing information about academic programs and enrollment opportunities.

Meets with prospective students to explain admissions requirements, program options, and enrollment steps, and guides them through the application and enrollment process.

Develops targeted communication and outreach campaigns for prospective students by coordinating messaging, initiating communications, and conducting follow-up and maintaining contact to increase applications and enrollment. Reviews recruitment and enrollment data, monitors application progress, and tracks trends to improve outreach efforts and overall enrollment outcomes.

Coordinates recruitment initiatives for workforce programs and career pathway programs by collaborating with academic and workforce program staff to align recruitment efforts with program capacity and workforce demand. Plans and conducts information sessions and enrollment events by organizing event logistics, developing presentations, and assisting attendees with the application process.

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Assists in the setup and use of the College's CRM system and helps develop metrics to evaluate performance of staff and teams. Ensures the staff receive the appropriate training and support to provide effective services to students from application process through enrollment.

Oversees admissions operations, including residency determinations, application processing, and recordkeeping, to ensure accuracy and timely completion. Assists with the design and improvement of the College's online admissions application and manages workflows related to document processing and imaging.

Monitors the post-application and post-acceptance enrollment processes by tracking admissions-related processing/operations, identifying incomplete applications, and ensuring timely follow-up to support enrollment and registration. Maintains communication with prospective students to assist them through each step of the enrollment process.

Researches enrollment trends, best practices, and key target markets to identify new strategies to improve recruitment, enrollment and retention. Participates in community engagement activities and develops relationships with students, families, and community partners to support enrollment efforts.

Builds and maintains partnerships with community organizations and campus departments, participates in outreach events to attract prospective students, and collaborates across departments to address enrollment barriers and support students through the enrollment process.

Utilizes a student-centered approach to admissions and recruitment that contributes to increased access, effective engagement of prospective students, and improved application and enrollment outcomes.

Performs other 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 a regionally accredited college or university and three (3) years of related experience in a higher education admission and/or enrollment management.

PREFERRED QUALIFICATIONS

Bachelor's degree from a regionally accredited college or university and five (5) years of related experience leading and delivering results in a higher education admissions and enrollment management area.

MINIMUM QUALIFICATIONS OR STANDARDS REQUIRED TO PERFORM ESSENTIAL JOB FUNCTIONS

Physical Requirements: Must be physically able to operate a variety of equipment including computers. Involves some physical effort, such as standing and walking, or frequent light lifting (5-

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10 pounds); or minimal dexterity in the use of fingers, limbs, or body in the operation of shop or office equipment. Task may involve extended periods at a keyboard.

Data Conception: Requires the ability to compare and/or judge the readily observable, functional, structural, or composite characteristics (whether similar to or divergent from obvious standards) of data, people or things.

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

Language Ability: Requires the ability to read a variety of correspondence, reports, forms, lists, etc. Requires the ability to prepare correspondence, reports, forms, requisitions, etc., using prescribed format. Requires the ability to communicate with a broad array of individuals from various professional backgrounds.

Intelligence: Requires the ability to apply rational systems to solve practical problems and deal with a variety of concrete variables in situations where only limited standardization exists; to interpret a variety of instructions furnished in written, oral, diagrammatic, or schedule form; to acquire knowledge of topics related to occupation.

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

Numerical Aptitude: Requires the ability to utilize mathematical formulas; to add and subtract; multiply and divide; to determine decimals and percentages; to perform high school algebra and to utilize descriptive statistics.

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 rapidly and accurately in operating modern office equipment and machinery.

Manual Dexterity: Requires the ability to handle a variety of office machines, etc. Must have minimal levels of eye/hand/foot coordination.

Color Discrimination: Requires the ability to differentiate between colors and shades of color.

Interpersonal Temperament: Requires the ability to deal with people beyond giving and receiving instructions. Must be adaptable to performing under stress and when confronted with persons acting under stress, imposed by frequent deadlines, peak workload, 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). Must be able to communicate via telephone.

Environmental Requirements: Tasks are regularly performed without exposure to adverse environmental conditions.

Effective: 6/8/26