

**FLORIDA STATE COLLEGE AT JACKSONVILLE  
JOB DESCRIPTION, 2018**

**ASSOCIATE DIRECTOR OF ADMISSIONS**

**FLSA STATUS: EXEMPT    PAY GRADE: 20-P**

**JOB FAMILY: STUDENT SERVICES**

**JOB FUNCTION: STUDENT SERVICES**

**GENERAL STATEMENT OF JOB**

The Associate Director of Admissions provides management and supervision to the campus business areas of the admissions operation to include converting prospects whether from business development specialists, paid leads or referrals. The Associate Director of Admissions has leadership responsibility for processing student applications, referring international students to the International Advising Department, and working with the students until graduation. The Associate Director of Admissions will ensure any campus public communication from Campus Resource Management (CRM), ERP or mail are proofed and vetted through the Marketing and Communications Department. For Bachelor students, the Associate Director of Admissions will assist students or ensure that an effective transfer is provided to an academic advisor. The Associate Director of Admissions of each campus will approve residency processing for domestic students, and work in system environments and CRM to manage and coordinate the application processing using best practices and current technological solutions to manage prospect and application flow. The Associate Director of Admissions will be responsible for coaching and mentoring assigned admission advisors to ensure they have the skills to convert prospects to applications and to assist/provide students with the appropriate documentation for a successful streamlined admissions process.

**CHARACTERISTIC DUTIES AND RESPONSIBILITIES**

Implements enrollment models, track and project admissions, and develop student profile reports that indicate predictors of enrollment success. Assists with the selection and implementation of appropriate technology to support the recruitment and admission process compromised of CRM technology, application systems and document management. Works collaboratively with the student services admissions administrator to make admissions decisions in an effort to meet prospecting and enrollment targets and support College enrollment initiatives.

Assists in the setup of the CRM in the Campus Management system for ERP PeopleSoft reporting initiatives. Creates metrics to evaluate performance of staff and teams. Ensures the staff has the training and development to achieve their goals and provide student services from the initial application process through graduation. Refers students to Career Development or any other internal department to help ensure their successful journey.

Works with the academic advisors at campus to help ensure the orientation, assessments and activities meet the goals of the students. Ensures that there is a diverse selection of activities. Works with the training director and Human Resources to create a professional development strategy for all staff to help ensure they are well positioned to meet their individual development plan. Works with leadership and other campus directors to ensure the entire community is supported to include corporate partners, application processing and student records.

Provides recommendations, advice and input to the student services admissions administrator on admissions and enrollment trends. Proposes new recruitment and marketing ideas utilizing social media

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and other non-traditional methods. Manages major College-wide recruitment events. Provides admissions expertise and technical support to individual schools/programs engaging in department-based recruitment strategies. Evaluates and assess planned activities and participate in on and off-campus recruitment activities.

Works closely with the student services admissions administrator and academic affairs staff to set admission goals for programs. Participates in the interview process and selection of qualified staff, and suggest professional development opportunities in accordance with College policies and procedures. Collaborates with administrative departments to develop relationships to improve services to prospective students. Analyzes demographic backgrounds of incoming students to determine success of recruitment initiatives. Identifies new markets or new initiatives such as joint partnerships/articulation agreements to increase new student enrollment. Ensures all local/national/international recruitment events are fully staffed.

Serves as the local/campus manager for residency for tuition purposes and for the processing and recordkeeping associated with that business. Ensures timely processing of all application materials submitted to the College. Serves as a contributor to the design and implementation of the College's online admissions application. Manages admissions workflows to help ensure accurate and timely imaging and processing of any and all admissions related documents and workflows.

In collaboration with Marketing and Communications, and under the direction of the student services admissions administrator, works with broadcast vendors in developing, creating, and placing radio and television advertisements for recruitment purposes. Works collaboratively with Marketing and Communications in securing press releases/departmental updates that relate to noteworthy recruitment/marketing activities within the Office of Admissions. Coordinates with all departments and programs for the design of marketing and recruitment materials.

Assists department leadership with the coordination of associated budgets and provides guidance and recommendations for budget preparation for student recruitment and admissions functional areas. Participates in the implementation of the strategic enrollment management plan for the division. Organizes, guides, and serves on committees and councils to participate in college-wide planning, implementation, and evaluation of student recruitment policies and procedures. Continually identifies new and innovative means by which the College can both streamline existing student recruitment and admissions related functions and increase student success overall.

Works directly with the department and staff responsible for arranging and delivering data relating to state and federal reporting requirements, and acts as the College's primary point of contact for audits and reviews in the area of student recruitment and admissions.

During peak enrollment periods, directly works with students by identifying, securing, and administering grants and resource development opportunities to support and expand area programmatic offerings.

Performs related duties as assigned.

### **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 three (3) years of related experience in a higher education admissions and/or enrollment management.

**PREFERRED QUALIFICATIONS**

Bachelor's degree from an accredited college or university supplemented by 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 (5-10 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.

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**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: 07/2018