

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

DIRECTOR OF STRATEGIC ENROLLMENT AND STUDENT SERVICES

FLSA STATUS: EXEMPT - PAY GRADE: 26 - A

JOB FAMILY: STUDENT SERVICES

JOB FUNCTION: STUDENT SERVICES

GENERAL STATEMENT OF JOB

The Director of Strategic Enrollment and Student Services provides college-wide strategic leadership for enrollment management and integrated student services and is accountable for improving access, enrollment yield, retention, and completion outcomes. This role leads the design and governance of enterprise service delivery models across campuses and virtual platforms to ensure a consistent, data-informed, student-centered experience.

The Director of Strategic Enrollment and Student Services establishes standardized processes, performance frameworks, and cross-functional alignment to support a seamless, institution-wide student experience from entry through early academic progression.

CHARACTERISTIC DUTIES AND RESPONSIBILITIES

Leads institutional strategy for enrollment management and front-end student services across the student lifecycle.

Develops and implements strategies to improve enrollment, retention, and early academic progression outcomes.

Designs and governs enterprise service delivery models to ensure a consistent, student-centered experience across campuses and virtual platforms.

Directs admissions, placement, onboarding, and initial advising alignment by establishing processes, policies, and performance standards to support student readiness and success.

Collaborates with Academic Affairs, Financial Aid, and student support units to align processes, improve communication, and remove barriers impacting the student experience.

Develops and monitors enrollment and student success metrics by analyzing data trends and implementing targeted strategies to support recruitment, retention, and completion outcomes.

Leads continuous improvement efforts by evaluating student feedback, service performance, and emerging trends to enhance operational effectiveness and the student experience.

Represents enrollment and student services in institutional planning and strategy development by providing subject matter expertise and data-informed recommendations.

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Oversees the use and continuous improvement of enrollment technologies and systems to support service delivery, data integrity, and operational efficiency.

Oversees, directs, and supervises assigned staff; provides mentorship and leadership; conducts performance evaluations; ensures that employees follow policies and procedures and makes hiring, termination, and disciplinary recommendations. Ensures that staff are trained, provides coaching, and facilitates professional development opportunities.

Utilizes a student-centered approach to enrollment and student services that contributes to the design of efficient, consistent, and accessible processes supporting student progression

Performs other related duties, as required.

SUPERVISION RECEIVED

Supervision is received from the appropriate supervising administrator.

SUPERVISION EXERCISED

Supervision is exercised over assigned staff.

MINIMUM QUALIFICATIONS

Bachelor's degree from a regionally accredited institution and five (5) years of progressively responsible experience in enrollment management, student services, or higher education administration, including demonstrated leadership or supervisory experience.

PREFERRED QUALIFICATIONS

Master's degree from a regionally accredited institution and seven (7) years of progressively responsible experience in enrollment management, student services or higher education administration, including three (3) years in a leadership role leading operational functions across multiple areas or locations.

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.

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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: 6/2/26