

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

DIRECTOR OF ADMISSIONS AND STUDENT RECRUITMENT

FLSA STATUS: EXEMPT - PAY GRADE: 26 - A

JOB FAMILY: STUDENT SERVICES JOB FUNCTION: STUDENT SERVICES

GENERAL STATEMENT OF JOB

The Director of Admissions and Student Recruitment provides strategic leadership and operational oversight for recruitment, admissions, and enrollment management functions to support institutional enrollment goals. This position directs the full enrollment lifecycle from prospect generation through matriculation by leading recruitment strategy, admissions operations, enrollment services, and yield initiatives.

The Director of Admissions and Student Recruitment supervises admissions and recruitment staff, evaluates enrollment performance, and implements data-informed strategies to optimize the enrollment funnel, improve conversion rates, and enhance the prospective student experience.

CHARACTERISTIC DUTIES AND RESPONSIBILITIES

Provides strategic leadership for admissions and recruitment by developing and executing recruitment plans, enrollment strategies, and operational goals aligned with institutional priorities.

Designs and implements targeted recruitment strategies for diverse student populations by analyzing enrollment trends, labor market data, and demographic insights to expand application volume, enrollment, and market share.

Monitors and manages enrollment funnel performance by analyzing admissions and enrollment data, evaluating conversion metrics, and implementing initiatives to improve application completion, admission yield and enrollment outcomes.

Oversees admissions operations and enrollment services by establishing policies and procedures, monitoring processing timelines, and ensuring efficient, accurate, and student-centered application review and communication practices.

Collaborates with cross-functional partners including marketing, financial aid, advising, orientation, academic departments, and workforce programs to align recruitment and enrollment initiatives and support seamless student onboarding.

Leads the planning and execution of recruitment events, campus visit, and outreach activities by establishing engagement strategies, assessing effectiveness, and allocating resources to maximize prospective student interest and application generation.

Prepares and delivers enrollment reports, forecasts, and presentations by analyzing admissions and enrollment data to inform strategic planning and institutional decision-making.

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Supervises and evaluates assigned staff; provides mentorship and leadership to staff; completes annual performance reviews and semi-annual check-ins; conducts and manages hiring, training, and supervision of staff. Provides coaching and facilitates professional development opportunities.

Represents Admissions and Recruitment on institutional committees and strategic enrollment initiatives by providing leadership, data analysis, and strategic recommendations to support institutional enrollment planning and student success initiatives.

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 is exercised over assigned staff.

MINIMUM QUALIFICATIONS

Bachelor's degree from a regionally accredited institution and five (5) years of related experience in admissions, recruitment, enrollment services, or enrollment management, including progressive leadership and supervisory experience.

PREFERRED QUALIFICATIONS

Master's degree in Higher Education, Business, Public Administration or a closely related field from a regionally accredited institution and five (5) years of related professional experience in a higher education setting.

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.

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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: 6/2/26