

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

ASSOCIATE DIRECTOR OF 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 Student Recruitment reports to and supports the Director of Student Recruitment, providing leadership assigned the administrative and operational activities of the Office of Recruitment in assigned areas of responsibility. The Associate Director of Student Recruitment will serve as the project manager for departmental/institutional strategic initiatives. The Associate Director performs assigned daily operations and leads student recruitment team(s), including community and school-based, business and industry-based recruiting activities.

CHARACTERISTIC DUTIES AND RESPONSIBILITIES

Provides leadership and expertise to new and existing student focused programming and processes related to student recruitment; implements procedures, guidelines and processes that are in accordance with current federal and state regulations as they relate to a specific area of student recruitment; helps implement College policies and practices that effectively enhance the student experience and student achievement.

The Associate Director of Student Recruitment will oversee the development and expansion of the CRM functionality, synthesize data and trends for the purpose of providing actionable recommendations to the Director of Student Recruitment and appropriate stakeholders; assist with the innovation and implementation of strategic initiatives; support the professional development of career and administrative professionals within the department.

Participates in the implementation of the college's strategic enrollment management plan; 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 streamline existing student recruitment related functions.

Performs other duties as assigned.

Essential Job Functions

Directs the establishment and execution of plans to reach prospective degree-seeking students to provide program information in person, by email, phone, or via the Internet; provides career and academic counseling, planning, and advising to potential students utilizing specific knowledge gained of the college, educational programs, and degrees.

Sets and achieves objectives and accountability standards established by the Director of Student Recruitment. Tracks student recruitment activities, analyzes results, and measures return on investment with the goal of meeting enrollment and revenue goals; prepares and maintains reports.

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Researches post-secondary student recruitment trends, best practices, and key target markets; generates innovative marketing strategies to increase student enrollment and retention.

Coordinates events and facilitates presentations; hosts table at events on and off campus; communicates with community members, students, and parents.

Develops and maintains professional relationships with appropriate entities in the community and at the college.

Actively engages with community partners and participates in special events to attract and enroll students at FSCJ.

Works with internal departments in the development and execution of student outreach/recruitment plans.

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 two (2) years of related experience.

PREFERRED QUALIFICATIONS

Master's degree from an accredited college or university supplemented by two (2) years of related experience in higher education leadership.

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: 3/2017; revised 8/2018