

**INDIAN RIVER STATE COLLEGE
POSITION DESCRIPTION**

POSITION TITLE: Director of Enrollment Management

LOCATION: Main Campus – Fort Pierce

CLASSIFICATION: Full Time Support **CLASS:** 13

SUPERVISORY: Yes **FUNDING:** I

FLSA STATUS: Exempt

QUALIFICATIONS, KNOWLEDGE AND SKILL REQUIREMENTS:

The qualifications and skill requirements for this position include:

- Bachelor's degree in marketing, education, student services or other area directly related to Enrollment Management;
- Master's degree in a related field preferred;
- Minimum of four (4) years of postsecondary management-level experience in Enrollment Management or a related student services, marketing or information management field;
- Demonstrated leadership, creativity, resourcefulness and teamwork;
- Excellent interpersonal and communication skills, including verbal, written and presentation abilities;
- Experience in data-based research and analysis;
- Proven effectiveness and experience in supervisory roles;
- Planning, organizational, budgeting and project management skills;
- Broad-based information technology skills;
- Ability to interact effectively with administrators, faculty, staff, students, parents, schools, and public;
- Proven knowledge of the College mission and strong commitment to student success.

ESSENTIAL JOB FUNCTIONS AND RESPONSIBILITIES:

The essential job functions and responsibilities for this position include, but are not limited to:

- Providing leadership in the planning, development, direction, coordination and implementation of a systematic college-wide Enrollment Management program, including a focus on student recruitment, customer service/satisfaction, retention and credential completion;
- Effectively utilizing data and information technology resources to target and track communications with prospective and current students and track the effectiveness of recruitment and retention activities;
- Utilize data proficiently to track, assess and report on the outcomes of Enrollment Management strategies and initiatives;
- Interacting effectively as a team with marketing, student services, financial aid and instructional departments to coordinate and maximize the success of enrollment efforts;
- Supervising all Enrollment Management staff;
- Assisting in refining course scheduling and other enrollment-related processes to maximize resources and student satisfaction.

SPECIFIC DUTIES AND RESPONSIBILITIES:

The specific duties and responsibilities for this position include, but are not limited to:

1. Working with instructional administrators, faculty and staff to establish appropriate enrollment goals to promote student access and success;
2. Leading and assuming accountability for the development and implementation of a systematic college-wide plan to achieve enrollment goals, evaluate and report results;
3. Supervising, evaluating, and providing for the personal and professional development of all Enrollment Management support staff;
4. Working closely with the College research, student services and marketing departments to develop and implement a technology-based system to record, track and follow-up on student inquiries;
5. Developing, analyzing and utilizing data to enhance enrollment, recruitment, and retention-related strategies and initiatives, including the course scheduling process, customer service, and student success programs;
6. Working with the Institutional Advancement Department. to develop and coordinate an annual recruitment marketing campaign;
7. Working with the instructional departments to develop and coordinate a comprehensive student retention plan;
8. Utilizing technology resources such as the College website and social media to support enrollment management, recruitment and retention efforts;
9. Advising and supporting instructional departments in enrollment management initiatives;
10. Supporting the College's equity goals in student enrollment;
11. Assisting in the coordination of customer service training and enhancement of services to students;
12. Working some evenings and weekends as assigned;
13. Performing other duties and responsibilities as assigned.

PHYSICAL REQUIREMENTS:

This position requires an ability to sit, stand, walk, bend, lift, reach up, stoop, and carry items occasionally in excess of twenty-five (25) pounds. It also requires manual dexterity to operate standard office machines, such as, copier, fax, telephone, and other equipment as necessary. IRSC expects its employees to follow proper safety standards while employed by the College.

This description is intended to indicate typical kinds of tasks and levels of work difficulty that will be required of positions given this title and shall not be construed as declaring every specific duty and responsibility of the particular position. This position description is not intended to be a contract for employment, and the employer reserves the right to make any necessary revisions to the job description at any time without notice.

Please sign and date this document. This fully executed job description becomes evidence of sufficient job requirement disclosure and acceptance and is incorporated into permanent record. A copy of an executed job description must accompany any single position application notice and/or set of application materials.

Applicant/Employee Printed Name

Applicant/Employee Signature

Date