

CT STATE COMMUNITY COLLEGE

Central Office Job Description Associate Director of Recruitment Strategy (Statewide)

Salary Level:
CCP 18 (Subject to Willis)

Date Approved/Revised:
2/9/24

POSITION PURPOSE:

The Associate Director of Recruitment Strategy is responsible for executing a strategic recruitment and outreach plan under the direction of the Executive Director of Admissions Strategy & Operations. The Associate Director of Recruitment will be responsible for implementing recruitment and marketing strategies necessary for our statewide enrollment goals. The Statewide Associate Director is responsible for working with diverse student populations to traditional students, adult learners, and early college. The Associate Director of Recruitment Strategy plays a critical role in collaborating across all CT State campus locations to ensure the delivery of high-quality collaborative recruitment plans and seamless onboarding support that meets the diverse needs of all students. The Associate Director of Recruitment Strategy analyzes data to assist with establishing benchmarks and leads continuous improvement efforts for statewide recruitment and enrollment efforts as well as maintains compliance with FERPA and all applicable policies and laws.

SUPERVISORY AND OTHER RELATIONSHIPS:

The Associate Director of Recruitment Strategy reports to the Executive Director of Admissions Strategy & Operations. The position may supervise professional staff, clerical staff, and/or student labor to support recruitment activities and enrollment goals.

The position is required to work collaboratively with other CT State enrollment management offices and academic and student affairs to develop recruitment goals, build and develop partnerships, relationships, and collaborations with all levels of stakeholders to facilitate and enhance the resources and services provided to students. The position is also responsible for developing and maintaining relationships within the community for the purpose of supporting recruitment and outreach.

EXAMPLES OF DUTIES:

The following examples of duties illustrate the general range of tasks assigned to the position but are not intended to define the limits of required duties. Other essential duties may be assigned consistent with the general scope of the position.

- Provide leadership and direction in strategic recruitment management
- Assist with the development and implementation of a strategic recruitment plan
- Lead teams to achieve optimum admissions benchmarks, recruitment, and enrollment goals
- Accountable for evaluating statistical performance daily, weekly, monthly, and making data-driven decisions to positively impact enrollment
- Develops and monitors recruitment goals and benchmarks with support from the Executive Director of Admissions Strategy & Operations
- Develops methods to improve staff efficiency through the development of streamlined processes and the effective application of technology solutions.
- Facilitates training/professional development for admissions, enrollment, and recruitment staff in collaboration with the Executive Director of Admissions Strategy & Operations
- Maintains compliance and adheres to institution, local, federal policies, regulations and laws
- Forms and leads workgroups/committees/councils to support efforts aligned with recruitment and enrollment goals

- Develops recommendations and implements resulting policies related to the admission of various student populations
- Manages all aspects related to the recruitment of various student populations to include new, transfer, readmit, new, traditional age, adult learners, dual enrollment, culturally/ethnically diverse, and military/veterans
- Proactively and collaboratively works to establish processes that assist, guide, and counsel large volumes of individual prospective students participating in admissions, recruitment and enrollment events, submitting and completing their application, understanding admission guidelines and criteria, gaining admission, earning applicable transfer credit, and moving through pre-enrollment and enrollment phases as smoothly and swiftly as possible
- Works alongside admissions, advising, enrollment and CT State staff and faculty to attract prospective students and applicants by developing and implementing internal and external recruitment strategies, identifies applicant sources and develops innovative applicant tools
- Plans, coordinates, and assesses recruitment functions and programs
- Collects and analyzes data to establish benchmarks and lead continuous improvement efforts for statewide recruitment and enrollment efforts
- Create innovative recruitment events and programs of all sizes to attract and engage various student populations
- Guides, structures, and participates in on and off campus recruitment, including high school recruitment, pre-enrollment admissions counseling services, representation at college, community and career fairs, public and private and homeschool events, development of open houses, information sessions, and corporate education fairs

PROFESSIONAL PARTICIPATION AND DEVELOPMENT

In addition to the accountabilities listed above, the incumbent is required to carry out the essential duties of:

- Attendance and participation at convocation, commencement and honors ceremonies;
- Service on assigned committees and task forces;
- Attendance and participation at committee, staff, informational and professional meetings.

QUALIFICATIONS:

Incumbents must possess proven ability to effectively work with a culturally, linguistically, and ethnically diverse faculty, staff, and students. They are expected to have excellent oral and written communication skills along with strong Information technology literacy skills such as Microsoft Office (Word, Excel, Outlook, Teams etc.). Incumbents are required to have demonstrated advanced knowledge and abilities in the following:

- Understands and utilizes Ellucian Banner, Ellucian CRM Recruit, Sales Force Marketing Cloud, and/or similar software/databases, according to applicable practices and guidelines shared in training and documentation
- Experience developing and implementing recruitment strategies, establishing best practices, and setting enrollment goals and benchmarks for a multiple campus and/or large organizations
- Understanding and experience maintaining compliance with policies, laws and regulations set forth by higher education governing bodies, local and federal entities or grant requirements.
- Experience working collaboratively across multiple enrollment management departments, academic affairs and student affairs, and maintaining/developing partnerships with external stakeholders
- Experience leading cross-departmental projects, initiatives or committees
- Experience utilizing data to perform functions of job which may include decision making, identifying enrollment trends, and planning
- Experience with programs and strategies to support equitable outcomes for students from first-generation, low-income, non-traditional, minoritized, and marginalized communities.
- Familiarity with higher education and diverse student populations
- Experience leading teams in the area of recruitment and delivering high quality customer service
- Understanding and working knowledge of higher education best practices and trends.
- Experience partnering with public and private high schools, adult education programs, higher education institutions, related outside agencies and organizations preferred

These skills and abilities typically are acquired through a combination of education, training and experience which would include a Master's degree in education, counseling, student development, social work, enrollment management or an appropriately related field together with one to four years of related experience and up to 2 years of supervisory experience; or a combination of education, training and experience which would lead to the competencies required for successful performance of the position's essential duties.

WORK ENVIRONMENT

The incumbent typically performs work in offices, conference rooms and in locations where groups of students, faculty and staff gather. The work does not, normally, involve any significant physical effort. The incumbent may travel to public sites to make presentations as well as travel to regional or central meetings and conferences.