Cabarrus College of Health Sciences
Job Description

Department: Enrollment Management
Title: Director of Recruitment and Retention
Job Code: 8095 (exempt)
Effective Date: December 2013

I. JOB SUMMARY:
The Cabarrus College Director of Recruitment and Retention supervises and manages daily operations of the Office of Admissions, along with the Office of Advising and Student Success. Primary responsibilities include: enrollment management planning, oversight of student recruitment, enrollment processes, oversight of student retention and graduation goals, development and implementation of marketing and public relations strategies for recruitment, and management of the department’s fiscal and human resources.

II. ESSENTIAL FUNCTIONS:
A. Responsible for strategic enrollment management and departmental research and planning:
   - Designs, implements, and revises a comprehensive strategic enrollment management plans in collaboration with College administration and academic departments.
   - Coordinates the development, assessment, and revision of departmental goals and objectives.
   - Conducts environmental scans to establish strong target markets and develop new recruitment markets for enhancing enrollment.
   - Creates and maintains positive relationships with local and regional high schools, community colleges, community agencies and others for the purpose of promoting the College and attracting new students.
   - Manages a recruitment territory by attending college fairs and performing high school visits.
   - Utilizes predicting modeling to establish and develop short term and long term (5-10 year) strategic enrollment plans.
   - Develop and implement new and current admissions initiatives for the purpose of promoting the College and attracting new students (e.g. Facebook, twitter, Zinch, etc.).
   - Ensures that Open House and other recruiting events are appropriately planned and executed.
   - Keeps relevant statistics on all aspects of the admissions program.
   - Presents the college with studies, reports, and analyses of admissions data as requested.

B. Directs the admissions process from point of inquiry through enrollment:
   - Collaborates with each program to develop appropriate admission criteria.
   - Presents positive impression of the College to prospective students and parents which includes: systematic and efficient handling of applications and communications; organizing inviting tours of the institution; conducting informative interviews with candidates and their parents; providing arrangements for admissions testing; securing required student credentials; and tactfully communicating final decisions to the appropriate individuals.
   - Coordinates the review of applications for admission in collaboration with Program Chairs.
   - Manages processes related to review of background checks and maintenance of related documents.
   - Serves as liaison with CMC-NE Employee Health to ensure that appropriate immunization, health, and drug screening information is collected for entering clinical students.

C. Directs retention and persistence (to graduation) initiatives:
   - Act creatively as an individual and in concert with others to initiate programs and to further develop programs that will enable the college to meet its strategic objects for persistence and timely graduation.
   - Coordinate academic progress and degree completion programs and interventions in a comprehensive planning format, including benchmark and communication strategies
   - Collaborate with college faculty and staff in implementing, evaluating and improving retention strategies, utilizing current trends and best practices.
   - Arrange for and participate in research activities that will identify at risk enrolled students to focus College efforts to improve persistence and timely graduation.
   - Blend quantitative and qualitative data into efficient gathering, reporting, analysis and programming to drive students towards graduation and placement (further education and/or employment).

D. Department Management:
   - Forecasts needs and develops short and long range budgets for both the offices of Admissions and Advising and Student Success.
   - Reviews and approves expenditures in line with the approved budget, and reconciles differences.

Director of Admissions
Adopted: 1/03
Revised: 7/12
Selects, trains, motivates, and annually evaluates performance of Admissions and Advising and Student Success personnel.

Provides staff development and continuing education opportunities on an on-going basis to ensure a strong recruitment and retention team and execution of best practices.

Establishes implements, assesses and revises policies, procedures and data processing systems.

Supervises Admissions and Advising and Student Success staff and day-to-day operations of the office.

Plans and conducts staff meetings.

Delegates and monitors duties and responsibilities of personnel according to plans and needs.

E. Professional Qualities:

- Embodies core values of caring, commitment, teamwork, and integrity while representing the College.
- Demonstrates a positive and professional attitude, initiative, and self-discipline.
- Demonstrates excellent communication, judgment, time management, organizational, and managerial skills.
- Uses technology efficiently and appropriately.
- Understands predictive modeling, effectively analyzes data, and implements evidence based improvements.
- Is accessible during regular office hours and returns calls and emails in a timely manner.
- Demonstrates and promotes respect for cultural diversity.
- Actively participates in College meetings and attends special events such as convocation and graduation ceremonies.
- Attends conferences, workshops, seminars, and classes to maintain knowledge of best practices in higher education recruiting, admissions, advising and student success/retention.

III. MARGINAL FUNCTIONS:

- May be designated to serve as Administrator-on-Call to provide an administrative contact person for communications and decisions relating to the College during non-business hours.
- Performs other duties as assigned.

IV. PHYSICAL REQUIREMENTS:

- Extended periods of standing, walking, sitting, bending, and stretching; as well as frequent movement throughout the College and agency campuses.
- Visual and auditory acuity within normal lines or corrected.
- Occasional driving to other locations.
- Travel and overnight stays associated with College business.
- Long periods of standing during recruitment programs.
- Climate controlled environment with occasional exposure to inclement weather.
- Moderate to heavy lifting, carrying, pushing, and pulling of recruitment materials and equipment.

V. EDUCATION, TRAINING, AND EXPERIENCE

- Bachelor’s degree required; master’s degree in student services, higher education administration, or other related field preferred.
- A minimum of five years’ experience in college admissions and/ or enrollment management with a proven track record in exceeding goals and objectives; or comparable experience.
- Excellent word-processing, spreadsheet, and database computer skills.
- Excellent communication, organizational, and analytical skills.
- Prefer marketing and publication design experience.
- Must be able to meet the CMC-NE auto insurance carrier's insurability criteria.

VI. PATIENT POPULATION SERVED:

- Demonstrates knowledge of the principles of growth and development and possesses the ability to respond to age specific issues and data reflective of the patient’s status. Demonstrates the knowledge and skills necessary to provide care for the following age groups:

  ☒ N/A  ☐ Neonate  ☐ Infant  ☐ Child  ☐ Adolescent  ☐ Adult  ☐ Geriatric

VII. PROTECTED HEALTH INFORMATION:

- Will limit access to protected health information (PHI) and to student information (FERPA) to the information reasonably necessary to do the job.
- Will share information only on a need to know basis for work.
- Access to verbal, written, and electronic PHI for this job has been determined based on job level and job responsibility within the organization. Computerized access to PHI for this job has been determined as described above and is controlled via user ID and password.
VIII. MACHINE, TOOLS, AND EQUIPMENT:

- Computers and other standard office equipment.

IX. REPORTING RELATIONSHIPS:

Supervised by: Dean, Student Affairs and Enrollment Management
Supervises: Admissions Representative, Coordinator for Advising and Student Success, Secretary III

X. APPROVALS:

NAME ___________________ TITLE ___________________ DATE ________

NAME ___________________ TITLE ___________________ DATE ________

NAME ___________________ TITLE ___________________ DATE ________

The above statements are intended to describe the general nature and level of work being performed by people assigned to this job classification. They are not to be construed as an all-inclusive list of all duties, skills, and responsibilities of people so assigned.