



COMMUNITY COLLEGE
OF RHODE ISLAND

Division of Institutional Equity and Human Resources

POSITION DESCRIPTION

TITLE	Associate Director Recruitment and Admissions
POSITION NO.	501663
LOCATION	Warwick
REPORTS TO	Director Admissions
GRADE	PSA 14
WORK SCHEDULE	Non-Standard: 35 hours per week
SUPERVISION	Professional and clerical staff
LIMITATION (if applicable)	N/A
REVISION DATE	September 2023

JOB SUMMARY:

As a key strategic member of the Admissions team, the Associate Director will be responsible for recruiting students and yielding into matriculating and prepared (i.e., payment arrangements, enrollment verification, etc.) students at the College. Reporting to the Director of Admissions, the Associate Director will actively monitor each phase of the admissions funnel and support the implementation and maintenance of a Recruitment CRM to achieve defined enrollment goals and objectives. In collaboration with the Program Director, Community First (or similar), the Associate Director will foster relationships with prospective students, families, and municipal and community organizations to expand equitable access and CCRI enrollment in underserved, geographically, and socially diverse locations.

In collaboration with the Director of Admissions, the Associate Director will lead and support Admissions staff to plan, implement, and manage marketing, communications, and recruitment plans, events, activities, and programming (on/off campus, online) using multimedia strategies, direct mail, currently enrolled students, faculty and alumni, and other methods to attract and enroll prospective students. In addition, this position will support the implementation of policies, successful long-term and short-term strategic planning, and effective problem-solving. The Associate Director will manage a specific recruitment territory of prospective students and ensure the delivery of a positive, inclusive, student-centered experience to all prospective students and families.

DUTIES AND RESPONSIBILITIES:

Commitment to CCRI's Mission:

- Demonstrate a commitment to the philosophy and mission of a comprehensive community college
- Work collaboratively in a diverse, inclusive and student-centered environment, with students of various learning styles, cultures, identities, and life-experiences
- Work collaboratively with others and provide quality customer service in a diverse and inclusive environment

Student Recruitment and Onboarding:

- Assist with developing and implementing personalized, high-impact, and comprehensive recruitment plans.
- Plan, organize and manage admissions activities for a designated territory (or similar)
- Represent CCRI at in-person and virtual school visits, information sessions, college fairs and related recruitment events
- Support applicants, prospective students, and families with admissions requirements, procedures, and preparation for the start of classes
- Outreach to students using emerging technologies and through e-mail/phone/texting communications
- Support first-semester course registration as prescribed by degree and transfer evaluations and placement tests
- Assist students, individually or in groups, with College Scheduler class registration
- Provide students with an introduction to support services, technologies, and required actions (i.e., Verification of Enrollment) to support self-service behavior and success
- Ensure effective hand-off to the assigned caseload advisor for support with future semester's course selection and registration, financial well-being, career and transfer preparation, and academic performance

Communication:

- Share information with prospective students and families about admissions, financial aid, academic programs and student life at CCRI through outreach and presentations
- Collaborate with other members of the admissions team to develop and implement recruitment strategies and outreach initiatives that support institutional goals
- Assist with the implementation of messaging strategies to prospective students throughout the admissions funnel
- Cultivate relationships with prospective students, families, high school guidance counselors, community organizations, and other stakeholders to increase awareness and visibility of CCRI
- In collaboration with the Director, lead and support the development and implementation of marketing for student recruitment
- Assist the Director in maintaining a consistent brand voice, maximizing marketing effectiveness, and helping to ensure attainment of annual enrollment goals
- Team and Partnership Support:
- Serve as liaison to on-campus departments and off-campus organizations to help increase the number of applications and yield
- Work closely with other College departments, including academic departments, financial aid, enrollment services, and advising to ensure that students have a seamless transition into CCRI

Administration:

- Work collaboratively with the Director to review and develop existing and/or new admissions policies
- Conduct research to determine, create, and implement effective student recruitment strategies to drive student enrollment and increase yield
- Work with the Director to determine operations strategy and business process enhancements using technology tools
- Evaluate the credentials of prospective students, including transcripts, test scores, etc., to determine if they meet CCRI's Health Sciences programs admissions requirements
- Maintain accurate records and data reports related to admissions, enrollment, and retention
- Serve as team lead with international and undocumented student admissions; provide advising and assistance; ensure admissions procedures comply with immigration laws and regulations; perform related work in processing admissions documentation.
- Serve as team lead in reviewing residency status of applicants; perform related work in processing residency documentation
- Participate in training and professional development opportunities to stay up-to-date on best practices in admissions and higher education
- Manage day-to-day admissions activities, staff, and performance to achieve student experience and enrollment operational results
- In collaboration with the Director oversee the training and development of staff
- Supervise the selection, training, assignment of duties and evaluation for the professional, support and student staff
- Support the Recruitment CRM implementation and utilization process design, data information and architecture, and policy and procedural change.
- Work closely with IT staff (or similar) to ensure proper maintenance of admission related technological systems.
- Support the design and collecting, integrating, analyzing, and reporting on admission, enrollment, and financial aid data
- May serve as a liaison with campus stakeholders and vendors
- Streamline processes, document workflows, and find opportunities for operational efficiencies within and between departments across the admission lifecycle
- Assist in mining relevant data from CRM for use in data-driven decision making
- Other duties as required

LICENSES, TOOLS, AND EQUIPMENT:

ENVIRONMENTAL CONDITIONS:

This position is not substantially exposed to adverse environmental conditions.

REQUIRED QUALIFICATIONS:

- Master's degree
- Demonstrated progressive experience in college admissions and recruitment or related experience
- Demonstrated applicable project management, performance management, and applied data analysis experience
- Demonstrated experience using multiple educational technologies such as video conferencing (e.g., WebEx), student success platforms (e.g., EAB Starfish), text messaging platforms (e.g., Signal Vine), enterprise resource planning (ERP) systems (e.g., Ellucian Banner), CRM such as Salesforce, and degree audit solutions (e.g., Degree Works);

PREFERRED QUALIFICATIONS:

- Demonstrated strong written and verbal skills, organizational, and interpersonal communication skills;
- Demonstrated ability to work independently with minimal supervision;
- Must be able to maintain the strictest confidentiality of information;
- Bilingual in English and Spanish preferred

All requirements are subject to possible modification to reasonably accommodate individuals with disabilities.