



## GADSDEN STATE COMMUNITY COLLEGE JOB DESCRIPTION

Initial Base  
East Broad Campus

Created on: 2/19/2024  
Revised on: 2/24/2026

Job Title	Salary Schedule	Grade	Job No.
<b>Director of Enrollment Services</b>	<b>C3</b>		<b>AD9924</b>
Reports To	FLSA Status	Grant Funded	Tenure Track
<b>Dean of Student Services</b>	Exempt	No	No

**JOB SUMMARY:** The person in this position will direct the Enrollment Services program for the college including recruitment of both traditional and nontraditional prospective students. Job duties include supervision of all college outreach and recruitment initiatives. The job requires superior organizational and supervisory skills to ensure progress toward established goals and objectives and to ensure compliance with state and Federal guidelines. A broad knowledge of recruitment and admissions policies and current trends in post-secondary education is essential.

Direct Supervisory Responsibility:     YES     NO

**QUALIFICATIONS:**

- ◆ Master’s degree in Education, Counseling, or other related field **from an approved U.S. Department of Education accredited institution** required.
- ◆ Three (3) years of experience working in postsecondary recruitment/outreach required.
- ◆ Three (3) years of supervisory/administrative experience required.
- ◆ Experience in working with secondary students of all ages and backgrounds required.
- ◆ Experience working with student technical systems such as an ERP and CRM systems required.
- ◆ Experience working with college students of all ages and backgrounds required.
- ◆ Experience in coordinating programs between secondary and postsecondary schools required.

**DESIRED KNOWLEDGE, SKILLS, AND ABILITIES:**

- ◆ Knowledge of technical programs and Alabama Transfers.
- ◆ Effective communication, public speaking, and problem-solving skills.
- ◆ Demonstrated time management and organizational skills.
- ◆ Commitment to the teaching-learning process of the community college and the open-door admission process.
- ◆ Ability to establish clear goals, measure goals, and assess outcomes.

**ESSENTIAL DUTIES and RESPONSIBILITIES:**

- ◆ Serve as the Director of and supervisor for Enrollment Services, focusing on recruitment and enrollment for all student types.
- ◆ Supervise and engage in recruitment activities including outreach activities for high schools, community agencies, businesses, and adult student recruitment. Develop and implement

workshops, seminars and recruitment activities.

- ◆ Establish and coordinate tracking systems and data collection analysis. Evaluate data to determine program outcomes and effectiveness. Prepare reports, recruitment materials and formal presentations for program use and implementation. Ensure that goals/objectives, timelines and budget obligations are met.
- ◆ Collaborate with the Dean of Student Services to set recruitment goals for each recruiter and their assigned territory.
- ◆ Accountable for ensuring all programs in Enrollment Services are adequately supported and staff are supervised, trained and evaluated based on the needs of the institution, department and program.
- ◆ Supervise recruitment, dual enrollment, campus tours and the ambassador program. Schedule and host college campus tours and visits for middle and high school students.
- ◆ Establish and maintain effective communication with secondary superintendents, principals, counselors career coaches and other school personnel within the service area.
- ◆ Plan, implement, and supervise pre-enrollment events for new students such as Preview Day and Cardinal Commit.
- ◆ Coordinate the use of the CRM for recruitment and enrollment communications.
- ◆ Plan, organize and oversee all meetings, activities and professional development workshops for the Enrollment Services Division
- ◆ Assist prospective students with pre-college program exploration and coordinates student transition to Academic Advisors and Program Faculty Advisors.
- ◆ Responsible for career exploration activities for middle and high school students.
- ◆ Serve as a resource person for all area high school superintendents, principals and counselors
- ◆ Represent the Enrollment Services Division within the service area and conducts public relations efforts to promote the College and its programs.
- ◆ Responsible for SACSCOC compliance and specialty accreditation compliance of all programs/services in assigned division/department
- ◆ Comply with all policies of the Alabama Community College System and the College.
- ◆ Performs related duties as assigned.

*Note: The intent of this description is to provide a representative summary of the essential functions that will be required of positions given this title and should not be construed as a declaration of specific duties and responsibilities of any particular position. Employees will be assigned specific job-related duties through their hiring departments. Specific job-related duties assigned by hiring departments shall be consistent with the representative essential functions listed above and shall not be construed as expanding a particular position's role, scope, FLSA status, or grade.*

**Physical Demands and Work Environment:**

The physical demands and work environment characteristics described below represent those that an employee may encounter and must meet to successfully perform the essential functions of this job. Reasonable accommodation may be made to enable individuals with disabilities to perform these essential functions.

**Physical Demands:**

- ◆ **Mobility:** Primarily sedentary work performed in an office or front-desk environment with frequent sitting, standing, walking, and reaching as needed to assist visitors and complete clerical tasks
- ◆ **Manual Dexterity:** Regular use of standard office equipment, including computers, telephones, copiers, printers, and scanners. Requires sufficient hand-eye coordination for data entry and handling small office materials

- ◆ **Lifting:** Ability to lift, carry, or move materials and supplies weighing up to 25 pounds occasionally.
- ◆ **Communication:** Clear and effective verbal and written communication skills are essential for frequent interaction with students, employees, and the public

**Work Environment:**

- ◆ **Setting:** The position is based in a typical office and student service area environment within a college setting
- ◆ **Travel:** Minimal travel may be required between campus locations for meetings, training, or administering tests
- ◆ **Schedule:** Standard work hours are expected; however, occasional extended hours may be necessary during peak registration or special events
- ◆ **Interaction:** Frequent interaction with students, faculty, staff, and visitors requiring professionalism, patience, and a customer-service focus

**Reviewed by: HR Manager**

**Employee Name:**

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**Employee Signature**

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**Date**