



GADSDEN STATE COMMUNITY COLLEGE JOB DESCRIPTION

East Broad Campus

Created on: select
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Job Title	Salary Schedule	Grade	Job No.
Enrollment Specialist I	E3	04	AD9932+
Reports To	FLSA Status	Grant Funded	Tenure Track
Director of Enrollment Services	Non Exempt	No	Yes

JOB SUMMARY: The person in this position will serve as liaison with area high schools and community organizations to plan and implement outreach, recruitment and enrollment, and orientation activities. This person will also advise students on career choices, assist prospective students with career assessments as well as application, registration, enrollment, orientation and financial aid procedures of the college. This person will provide information to students concerning academic, technical and terminal programs of the college, and conduct orientation activities for first semester students.

QUALIFICATIONS:

- ◆ Two (2) years of postsecondary education from an approved U.S. Department of Education accredited institution **required**. Associate's degree *preferred*
- ◆ Two years of experience in office or related work *preferred*
- ◆ Experience working in student services *preferred*

DESIRED KNOWLEDGE, SKILLS, AND ABILITIES:

- ◆ Ability to keyboard at a minimum of 40 correct (net) words a minute for 3 minutes
- ◆ Knowledge of general office procedures and proofreading (*Office Procedures Level II Exam*)
- ◆ Knowledge of word processing and spreadsheet software (*Computer Level II Exam*)
- ◆ Must be willing to travel within the College's service area
- ◆ Must have reliable transportation
- ◆ Some evening and weekend travel required
- ◆ Must have strong interpersonal skills and be able to communicate effectively both orally and in writing
- ◆ Knowledge of Gadsden State Community College degrees and certificate programs
- ◆ Knowledge of current employment trends
- ◆ Knowledge of Family Education Rights and Privacy Act (FERPA)

DUTIES:

- ◆ Assists the Director of Enrollment Services to plan and implement student recruitment and enrollment activities for Gadsden State
- ◆ Assists the Director of Enrollment Services to plan, implement, and supervise pre-enrollment

orientation for new students

- ◆ Represents Enrollment Services within the service area and conducts public relations efforts to promote the College and its programs including outreach activities for schools, community agencies & businesses, high school relations and adult student recruitment
- ◆ Provides career development guidance, and acts as College Career Coach, for middle, high school, and non-traditional students with emphasis on general education and career technical programs at Gadsden State
- ◆ Assists the Director of Enrollment Services to develop and implement workshops, seminars and recruitment activities; assists with the development of marketing strategies
- ◆ Assists the Director of Enrollment Services to collect and analyze data relevant to recruiting, enrollment and retention outcomes and evaluate overall program effectiveness
- ◆ Prepares reports, recruitment materials and formal presentations for Enrollment Services and meets all goals/objectives, and timelines
- ◆ Schedules, coordinates, and hosts college campus tours and visits for middle and high school students
- ◆ Establishes and maintains effective communication with secondary school Career Coaches and school personnel within the service area
- ◆ Attends conferences, workshops, ACCS meetings, community events and professional development events
- ◆ Maintain a working knowledge of Alabama Transfers, OneACCS and other related resources and software to assist students in its use
- ◆ Assist with coordinating books, supplies and tools for dual enrollment students
- ◆ Assists with awarding scholarships using workforce development grant procedures
- ◆ Ensure students have all documents required for admissions clearance; assist with clearing students for registration
- ◆ Follow up with students to correct issues preventing admissions / registration
- ◆ Assist prospective students with the scholarship application process
- ◆ Collaborates with the Coordinator of Dual Enrollment to plan dual enrollment workshops for high school counselors, dual enrollment nights for families, and oversee end-of-semester completion activities
- ◆ Serves as a liaison with school districts, college administration, and division chairs regarding dual enrollment
- ◆ Assists the Coordinator of Dual Enrollment with orientation, registration and check-in events
- ◆ Maintain a general knowledge of available student resources including academic support, tutoring and student activities
- ◆ Maintain reports of academic progress for each dual enrollment student
- ◆ Coordinates the implementation of dual enrollment on-site courses
- ◆ Complies with all policies of the Alabama Community College System and the College
- ◆ Performs other 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 with occasional standing and walking; may involve bending and reaching during recruitment events or while setting up presentations
- ◆ **Manual Dexterity:** Regular use of standard office equipment, such as computers, printers, and copiers; ability to handle materials during events
- ◆ **Lifting:** Ability to lift and carry materials weighing up to 25 pounds, such as recruitment brochures and event equipment
- ◆ **Communication:** Clear and effective verbal and written communication skills are essential for interacting with students, staff, and external partners

Work Environment:

- ◆ **Setting:** The position is based in a typical office environment within an educational institution, with frequent off-site engagements at schools, community agencies, and businesses
- ◆ **Travel:** Regular travel within the College's service area is required; must have reliable transportation. Some evening and weekend travel is necessary for recruitment and outreach activities
- ◆ **Schedule:** Standard work hours are expected; however, flexibility is necessary to accommodate evening and weekend events, as well as deadlines or program needs
- ◆ **Interaction:** Regular collaboration with various departments, faculty, staff, students, and external partners, including school personnel and community leaders

Reviewed by:

Employee Signature

Date