



GADSDEN STATE COMMUNITY COLLEGE JOB DESCRIPTION

Initial Base
Valley Street Campus

Created on: 7/31/2023
Revised on: 2/24/2026

Job Title	Salary Schedule	Grade	Job No.
Valley Street Campus Director	C3		AD9857
Reports To	FLSA Status	Grant Funded	Tenure Track
Dean of Student Services	Exempt	No	No

JOB SUMMARY: The Campus Director is responsible for the day-to-day operation of the campus and plans and implements strategies to increase enrollment and retention, including student activities.

Direct Supervisory Responsibility: YES NO

QUALIFICATIONS:

- ◆ Bachelor's Degree **from an approved U.S. Department of Education accredited institution** required; Master's Degree preferred.
- ◆ Minimum three (3) years of supervisory experience required.
- ◆ Minimum three (3) years education and student engagement experience required.

DESIRED KNOWLEDGE, SKILLS, AND ABILITIES:

- ◆ Effective communication and interpersonal skills.
- ◆ Ability to coordinate activities between individuals, departments and agencies.
- ◆ A commitment to the teaching-learning process of the community college and the open-door admission process.

ESSENTIAL DUTIES and RESPONSIBILITIES:

- ◆ Manage budgets as assigned.
- ◆ Collaborate with College administration on capital facilities renewal, maintenance, security, activities for the campus, and report any issues to the appropriate administrator. Maintain appropriate records and files related to campus operations.
- ◆ Implement activities that will have a positive impact on campus enrollment.
- ◆ Implement goals, objectives, policies, and operating procedures.
- ◆ Ensure students receive course and program advisement.
- ◆ Monitor and direct changes required for improvement on the campus.
- ◆ Complete Unit Strategic Plan assignments and evaluate outcomes for the campus.
- ◆ Serve as the campus liaison to the president and cabinet members.
- ◆ Plan events designed to develop and sustain positive community relations to include business, industry, secondary school systems, community and civic organizations.
- ◆ Collaborate with Enrollment Services and Dual Enrollment staff to plan and implement student recruitment, enrollment, marketing, and orientation activities for students, including collecting and analyzing data relevant to recruiting, enrollment, and retention outcomes and evaluate overall

program effectiveness.

- ◆ Collaborate with Student Services to develop and implement workshops, seminars, and recruitment activities, including the preparation of reports, recruitment materials, and formal presentations.
- ◆ Establish and maintain effective communication with secondary school Career Coaches and school personnel within the service area.
- ◆ Ensure a student approach to campus activities and programming that effectively meets the social, cultural, recreational and educational needs of the campus and the community, including the promotion, creation, and development of new campus clubs, programs and organizations in an effort to meet the interests of students. Coordinate, prepare, and disseminate publications related to student clubs and student activities.
- ◆ Provide, organize and evaluate a balanced student activity and involvement program that complements and supplements the mission of the college and focuses on student learning, maximizing opportunities for student engagement, such as, but not limited to, G-Day, leadership seminars, etc.
- ◆ Serve as advisor for the Student Government Association and other student organizations as needed.
- ◆ Demonstrate a commitment to shaping environments in which students are trained and mentored as campus and community leaders, including but not limited to preparing and chaperoning students who have been identified to attend Leadership Institutes and other student professional and personal developmental programs as needed.
- ◆ Serve as facilities coordinator ensuring that buildings and grounds are clean and well maintained.
- ◆ Implement campus safety procedures.
- ◆ Schedule, coordinate, and host college campus tours and visits for middle and high school students as well as prospective students.
- ◆ Serve on college Title IX committee.
- ◆ Address student complaints and concerns. Communicate with appropriate administrator on all complaints.
- ◆ Coordinate with deans, division chairs, and academic liaisons in the development of campus class schedules.
- ◆ Perform other related duties as assigned.
- ◆ Comply with all policies of the College and the Alabama Community College System.
- ◆ The following duties are specific to the Valley Street HBCU Campus:
 - * Assist the college president as HBCC liaison.
 - * Participate in HBCU initiatives.
 - * Serve as the college representative at HBCU events.
 - * Serve as the campus liaison to the Job Corps Center.
 - * Serve on the college Equity and Inclusion committee.

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:

Employee Signature

Date