

## POSITION DESCRIPTION

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**TITLE: Director of Enrollment Operations - (Exempt)**

### **Collective Bargaining - Ineligible - Managerial**

**Definition** - The Board approved definition of a managerial employee is an employee who is engaged predominantly in executive and management functions of the College or who is designated with the responsibility of directing the implementation of management policies and practices and who customarily and regularly exercises discretion and independent judgment in directing the implementation of management policies and practices.

**This is a management position. The incumbent is accountable for supporting the mission, goals, and objectives of the College and is expected to administer the policies and procedures defined in the Employee Handbook as approved by the President and the Board of Trustees.**

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### **JOB SUMMARY:**

The Director of Enrollment Operations reports to the Vice President for Enrollment Management (VPEM) and is a senior member of the VPEM's team. Working closely with the VPEM and Enrollment Management colleagues, the Director develops, implements and assesses data driven strategic plans to increase efficiency and effectiveness within the Division of Enrollment Management as well as between the Division and other units to ensure business operations are of the highest caliber. Providing direct oversight and leadership for the operations staff and collaborating with Enrollment Management colleagues, Director will ensure that the Division is effectively utilizing technology, managing data for reporting and business decision making, implementing well researched and innovative business practices, documenting all policies, practices and procedures, maximizing all vendor relationships, and strengthening operational practices between the division and other campus offices in order to meet the institution's enrollment goals. S/he will provide leadership in the development, implementation, and assessment of a comprehensive staff training and development plan that will position the division as an industry leader. The Director will be a thoughtful and creative thinker, quantitatively inclined, have intellectual curiosity, high energy, strong character, discipline, and a commitment to best practice, excellence and innovation in a fast paced environment with high expectations.

### **ESSENTIAL DUTIES AND RESPONSIBILITIES:**

*(Note: These examples are intended only as illustrations of the various types of work performed in positions allocated to this class. The omission of specific statements of duties does not exclude them from the position if the work is similar, related, or a logical assignment to the position.)*

- Responsible for following and applying the policies and procedures as defined in the Memorandum of Understanding (MOU) and/or the employee handbook.
- Collaborates with the VPEM to develop and refine a robust and innovative data driven and goal oriented business operations strategy designed to support the work of Enrollment Management units as they strive to achieve the College's enrollment goals.
- Develops, implements and assesses business operational plans in collaboration with Enrollment Management division colleagues.
- Responsible for the day-to-day activities of the business operations unit in the delivery of cohesive and timely support of Enrollment Management unit needs.

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- Responsible for the hiring, training, supervision, motivation, support, and assessment of business operations staff who support Enrollment Management units..
- Ensures that Enrollment Management division unit policies, practices and procedures are well researched and documented.
- Works with Enrollment Management colleagues to ensure that technology is effectively utilized throughout all phases of the recruitment and enrollment process.
- Ensures that data is well managed within the division and utilized for business decision making purposes while collaborating with campus colleagues to ensure that data is well managed between enrollment management units and the campus.
- Collaborates with the VPEM and the Enrollment Management leadership team to develop a comprehensive suite of recruitment, admission, financial aid and enrollment reports.
- Coordinates with Institutional Research to complete the admissions, enrollment and financial aid data for IPEDS, the Common Data Set, the NCAA Report and other surveys.
- Works with Information Technology in the identification, selection and implementation of enrollment management related technology.
- Oversees the Federal Student CONsumer Information Requirements for the College; regularly monitoring and coordinating the content and dissemination of consumer information.
- Collaborates with units across campus in the development, implementation and assessment of appropriate business best practices in support of the new student recruitment and enrollment.
- Ensures that third party vendor products are fully implemented, maximized and assessed for delivery of the expected return on investment.
- Serves in a leadership role of the enrollment strategy and operations group and other committees focused on the recruitment and enrollment of new students.
- Collaborates with Enrollment Management colleagues in the development, implementation, and assessment of a comprehensive staff training and development plan.
- Prepares and manages the business operations budget.
- Builds and maintains effective and strong professional working relationships with faculty and staff across campus who are involved in the recruitment, enrollment and retention of new students.
- Identifies and cultivates relationships with internal and external constituencies and partners.
- Demonstrates a commitment to staff development and actively contributes to the Enrollment Management division welfare.

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**MINIMUM QUALIFICATIONS:**

- Education: Bachelor's degree in a related field is required; Master's degree preferred.
- Experience: Must have at least five to seven years of experience in enrollment management with significant experience in strategic planning, operations, the use of technology, data analysis and management, and staff development and supervision.
- Exhibits a high level of professionalism, leadership, creative problem solving, diplomacy, judgement, negotiation, and the ability to manage complex conflicting projects and priorities with no supervision.
- High level of understanding of the use of technology, process design, business policies, practices and procedures, and change management in the recruitment and enrollment process.
- Well-developed interpersonal and communication skills.
- Ability to lead and supervise staff and handle personnel matters creatively and diplomatically.
- Valid driver's license.
- Ability to work evenings and weekends.
- Physical ability to perform essential functions of the position with or without reasonable accommodation. The work environment of this position is in an office on the campus. Events and recruiting environments require standing for prolonged periods of time, lifting at least 50 pound boxes of recruitment materials, and walking; the office environment requires sitting; report development, data entry, business planning, etc.
- Any combination of acceptable education and experience, which has provided the necessary knowledge and skills to fulfill the requirements of this position, may be considered.