**ENROLLMENT MANAGEMENT DIRECTOR**

**(FULL TIME)**

**GRIFFIN CAMPUS**

**MINIMUM QUALIFICATIONS:**

• Applicant must have a Bachelor’s degree in a related field and three (3) years of experience in a post- secondary institution

**PREFERRED QUALIFICATIONS:**

• (In addition to the minimum qualifications) The applicant must have Five (5) years’ experience working

in a college environment in the area Admissions.

• Must be Proficient with Banner, Knowledge of Admissions Processes and Customer Service Experience

**JOB SUMMARY**:

• The Enrollment Management Director is responsible for planning and managing admissions activities of new and re-entering students and providing customer service to internal and external customers. Additionally, the Enrollment Management Director is responsible for providing leadership, operational, and technical support for Target X, Georgia Match, and Ad Astra.

**RESPONSIBILITIES**:

• Supervises Admissions staff to ensure data accuracy and integrity of the student information system

• Trains Admissions Technicians on job duties and customer service

• Onboarding Process Management

• Processes, completes, and maintains necessary documentation, transactions, records, etc. pertaining to the admissions process

• Develops and maintains working relationships, communications, and contacts with staff as well as other internal and external customers

• Counsels prospective and returning students in the admissions process (student data entry and management)

• Receives and enters applications into the student information system and advises students on Compass scores

• Reviews college and high school transcripts and verifies in-state residency

• Plans and manages admissions activities for all new and re-entering students

• Responds to requests for information

• Manage customer complaints, issues, and disputes

• Ensure the department provides the highest standards of customer service

• Data Reporting (Application statuses etc)

• Reviews, corrects, or ensures corrections to error reports in a timely manner

• Reviews applicant pending lists and disburses among staff to assist students and increase enrollment

• Conducts regular evaluation of services provided and makes adjustments as needed

• Assists with the design and execution of special events, projects, and activities

• Provides information by telephone, written correspondence, and in person, to interested parties regarding application procedures and admissions requirements

• Develops and/or assists with the development of policies and procedures and recommends changes to effectively meet the goals and requirements of the program

• Provides updates to management on services, operations, and projects

• Evaluates employees at scheduled intervals upon reviewing all relevant information

• Monitors the activities of personnel to ensure compliance with laws, accreditation standards, TCSG

policies and procedures and department procedures o Target X:

· Provide leadership to fully implement recruitment strategies utilizing Target X to make meaningful touchpoints with students.

· Develop process to increase applications that lead to enrollment incorporating the Target X Recruitment Suite features.

· Provide leadership to execute retention strategies to increase student success across the

College.

· Develop process to increase applications that lead to enrollment incorporating the Target X Retention Suite features.

· Conduct annual assessments of Target X for optimal use and improvements.

· Create strategic marketing campaigns with email and text for recruitment and retention.

· Develop enrollment marketing campaigns within Target X for targeted enrollment groups, to

meet enrollment goals.

· Create a detailed and comprehensive recruitment plan from inquiry to acceptance to

graduate, to meet the college’s enrollment goals.

o Georgia Match:

· Provide leadership in developing and implementing an efficient and prompt turnaround process for all students requesting further information within Georgia Match dashboard.

· Oversee the transition from application to enrollment for all Georgia Match students who

select “Claim Your Spot” within the student dashboard.

o Ad Astra:

· Provide leadership for scheduling management that results in improved operation efficiency.

· Collaborate across college departments using data and analytics to facilitate targeted

schedule optimization, maximize student success, and minimize disruption.

· Ensures that completion check sheets and room inventory are up to date in the Ad Astra program.

· Engage with Academic Affairs to align scheduling strategies with academic programs, enhancing course availability and optimizing room utilization to support student success.

· Cast a clear vision as to how Target X, Georgia Match, and Ad Astra work together to provide a comprehensive system for enrollment strategies the provides a smooth onboarding process, real-time data, progress to complete, and efficient student-centered scheduling that allows students to move from applicant to graduate in the most efficient and timely manner possible.

· Collaborate with stakeholders across the college to ensure smooth functioning of systems and processes within Target X, Georgia Match, and Ad Astra that have high impact results in enrollment management strategies.

· Serve as a primary point of contact for user support, addressing inquiries and troubleshooting issues promptly.

· Act as a resource for faculty, staff, and students as questions arise regarding Target X, Georgia Match, and Ad Astra.

· Train others in the use of Target X, Georgia Match, and Ad Astra and participate in the implementation of policy and procedures to ensure effective operations.

· Utilize expertise to enhance system performance and optimize user experience.

· Stay informed about advancements in technology and recommend relevant updates or improvements.

· Develops and/or assists with the development of policies and procedures and recommends changes to effectively meet the goals and requirements.

· Communicates regularly on progress toward project goals and/or required results.

· Conducts regular evaluation of services provided and adjusts as needed.

· Keeps abreast of policies, procedures, and state or federal laws that may impact project initiatives.

· Maintains excellent working relationships with and serves as a liaison between Academic Affairs, Institutional Effectiveness, and Student Affairs.

· Other Duties as Assigned.

**COMPETENCIES**:

• Skill in the use of computers and job-related software

• Skill in oral and written communication

• Skill in interpersonal relations and effective problem-solving methods

• Skill in analyzing data and situations for accurate assessment

• Knowledge of the college’s mission and objectives as they relate to the college’s admissions

performance

• Knowledge of personnel management practices, budget and accounting practices, assessment and accreditation principles and issues and trends in higher education

• Ability to work with staff and faculty in integrating effective assessment practices

• Ability to supervise, advise, and mentor staff

• Ability to provide leadership in high-pressure situations

**SALARY/BENEFITS:**

This is a full time position. Salary commensurate with education and work experience. Benefits include paid state holidays, paid annual and sick leave, and the State of Georgia Flexible Benefits Program.

**SPECIAL NOTES:**

It shall be a condition of employment to submit to a background investigation.  Offers of employment shall be conditional pending the result of the background investigation.

Federal Law requires ID and eligibility verification prior to employment.

All male U.S. citizens, and male aliens living in the U.S., who are ages 18 through 25, are required to register for the military draft and must present proof of Selective Service Registration upon employment.

Applicants who need special assistance may request assistance by phoning (770) 229-3454.

Only those who are scheduled for an interview will be notified of the status of the position.

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