



RHODE ISLAND COLLEGE JOB DESCRIPTION

Position classification: PSA
Date created or revised: 1/18/2024
Exempt/Non-Exempt Status: Exempt
Responsible individual: No
Campus Security Authority: No

Title: Director, Outreach and Recruitment
Status: Full-Time, Calendar Appointment
Grade: 16
Union Affiliation: PSA@RIC
Reports To: Dean of Enrollment Management

PRIMARY PURPOSE:

The Director of Outreach and Recruitment provides strategic leadership for the college's efforts to recruit traditional and non-traditional students, and will manage all outcome assessment, metrics, and goal setting to meet the College's new student enrollment goals. Reporting to the Dean of Enrollment Management, the Director will be a hands-on leader, as well as a highly capable planner who remains current in leading recruitment efforts and knowledgeable of the changing landscape of higher education outreach, recruitment and admissions trends and best practices.

The Director will be a collaborative partner and lead the implementation of the College's new student recruitment plan, utilizing data, trend analysis, and market awareness, to create and execute new, innovative recruitment and yield activities to ensure the College reaches its new student enrollment targets. In addition, the Director will oversee the Outreach and Recruitment Team and provide supervision, mentorship, accountability, and professional development; as well as, establish policy, protocol and training to maximize the team's effectiveness. In addition, he/she will be responsible for budgeting, and the overall supervision of the Office of Outreach and Recruitment, including, but not limited to outreach, recruitment, admission processes, application review, rendering decisions, and yield strategies.

DESCRIPTION OF DUTIES AND RESPONSIBILITIES:

Essential Job Functions:

- Provide leadership for a comprehensive and targeted recruitment program designed to attract and yield first-year and transfer students, traditional and non-traditional, who have the ability and/or potential to succeed at the college.
- Develop and implement best practices to support and enhance student recruitment and yield as part of a strategic enrollment planning initiative using advanced and innovative recruitment technology and techniques.
- Develop enrollment targets and goals for incoming classes and prepare and analyze comprehensive statistical reports for the college.
- Ensure the timely processing of all phases of the recruitment cycle, from lead to enrollment, as well as application generation and decision notification.
- Work in close collaboration on coordinated recruitment and yield initiatives with department chairs, academic departments, deans' offices, the Prospective Student Center, Residential Life, Athletics, Financial Aid, Disability Services, the Preparatory Enrollment Program, Learning for Life, among others.
- Provide leadership in the formation and/or revision of all policies related to the admission of new students and communication of such policies to on campus and off campus constituencies; serve as ex-officio member of the Advisory Committee on Undergraduate Admissions Policy.

- Develop, facilitate and maintain professional relationships with secondary school personnel, community-based organizations, and 2-year college partners.
- Prepare and manage the annual budget for outreach, recruitment, and admissions.
- Direct the administration of the college's Presidential Scholarship program including awarding of monies in annual scholarship support, making yield predictions and producing statistical reports.
- Supervise, motivate and evaluate or oversee the supervision of all professional, support, and student staff assigned to the outreach and recruitment office, and support the professional development of the outreach, recruitment, and admissions staff.
- Oversee development of all outreach, recruitment, and admissions publications and communication materials.
- Manage and analyze complex information and data that enhances the recruitment and yield efforts of the college, including serving as the Salesforce functional lead for outreach, recruitment, and admissions.
- Recruit prospective students; read and evaluate applications for admissions decisions in traditional and non-traditional admission programs, and conduct extensive and thorough follow-up communication and tracking.
- Represent the office and the College at both on and off campus events, including recruitment, yield, and other college-related activities.
- Assist in the planning and organizing of major recruitment and yield events both on and off campus.
- Use and analyze data to provide reports to measure outcomes and effectiveness of all recruitment strategies, and to assist in the day-to-day operations of the office.
- Collaborate with other administrative offices, academic departments, committees and College personnel to effectively support student recruitment and enrollment.
- Travel in-state and out-of-state, with evening and weekend work.

Occasional Job Functions:

Perform other duties and responsibilities as assigned by the Dean of Enrollment Management.

REQUIRED QUALIFICATION STANDARDS:

Education:

Master's degree in a related field.

Experience:

Minimum of three years of full-time progressively responsible full-time experience in higher education recruitment and admissions, including experience with diverse populations.

Skills, Knowledge and Abilities:

- Demonstrated ability to represent the College positively and effectively with prospective students, faculty, staff, alumni, media, and the public.
- Demonstrated ability to work collaboratively with diverse constituencies on and off campus.
- Knowledge of Salesforce CRM and MS Professional software packages are beneficial.
- Ability to implement, manage admissions and colleges policies, as well as to lead projects from start to finish.

- Demonstrated analytical communications and managerial skills including experience with recruitment technology, computer-based systems and data reporting.
- Ability to travel and work non-standard hours as needed.
- Flexibility, dedication, initiative, confidentiality, and the ability to learn are expected.
- Must have demonstrated public relations skills and the ability to work independently and as part of a team.
- Excellent oral and written communication skills are required and candidates must demonstrate acute attention to detail, strong organization and problem-solving abilities.
- Evidence of commitment to professional growth and development.
- Must be able to provide own transportation to and from all in-state and out-of-state events.

PREFERRED:

- Successful full-time supervisory experience in higher education recruitment.
- Bilingual in English/Spanish (fluent in speaking and writing).

ENVIRONMENTAL CONDITIONS:

The employee is not exposed to known adverse environmental conditions.
Lift boxes of informational material weighing approximately 35 pounds each.

The college requires that all applicants and employees be able to perform the essential functions of the job and will explore reasonable accommodations for individuals with disabilities.

As an Affirmative Action/Equal Opportunity institution that values and is committed to inclusion and expanding the diversity of its faculty and staff, the College invites members of protected classes, including minorities and persons with disabilities, to identify themselves as such at the time of application.