



Connecticut State Community College
Job Description
Associate Director of Admissions Operations & Communications

Salary Level:
CCP 18 (Subject to Willis)

Date Approved/Revised:
6/27/22

POSITION PURPOSE:

The Associate Director of Admissions Operations & Communications manages the communication platforms for admissions and advising in coordination with the Director of Admissions Operations across all 12 campuses. The person serves as a functional support to college end users of the (admissions and advising) CRM, the bulk email providers, texting services, and Banner.

SUPERVISORY AND OTHER RELATIONSHIPS:

The Associate Director of Admissions Operations & Communications reports to the Director of Admissions Operations or other higher-level administrator. The incumbent maintains direct supervision of the Communication Specialists to manage their day to day activities.

The position requires extensive interactions with system and college admission office administrators and admissions representatives, marketing staff students and parents, as well as College administrators and other faculty and staff. In this role, the incumbent must maintain a high degree of courtesy, cooperation, and respect for confidential information, and a genuine interest in assisting others. The incumbent is expected to represent the system in a positive manner and to collaborate with other college admissions leadership and recruitment staff.

EXAMPLES OF DUTIES:

The following examples of duties illustrate the general range of tasks assigned to the position, but are not intended to define the limits of required duties. Other essential duties may be assigned consistent with the general scope of the position.

- Responsible for developing and implementing robust communication plans for prospective and continuing student engagement that will span across multiple platforms and support enrollment goals; including plans to meet the needs for Enrollment Services, Financial Aid services, new student Advising, and other wrap-around services as needed.
- Develops and facilitates staff training programs for the onboarding of admissions processes and technology platforms. Coordinates in-person, virtual and recorded sessions to address new material and on-going updates.
- Records and documents instructional materials regarding the admissions process to be disseminated to applicants and other constituents such as school counselors, community organizations, and other college personnel.
- At the direction of the Director of Admissions Operations, the Associate Director is responsible for strategic planning, coordination and implementation of effective communication, and outreach strategies and events designed to engage prospective and continuing students and meet enrollment targets.
- Manages the Admissions Communication Specialists daily tasks and assigns workload based on system needs.
- The development, writing and/or editing of text campaigns, including and the coordination of social media campaigns in collaboration with marketing.
- Responsible for data collection and reporting to manage the recruitment funnel utilizing existing technology platforms.
- Supports the streamlining of the application process by utilizing industry best practices to engage students and support their movement through the onboarding process.
- Follows a system-wide calendar for application deadlines and closing processes of admission opportunities.
- Performs routine outreach to keep other constituents, such as the Connecticut School Counselor Association, the Call Center, and other community college offices apprised of processes that impact their respective business.
- Works collaboratively with other admissions staff and other student service staff to support student communication needs.

- Assists with managing the email, voicemail, social media, web services, customer relationship management system, and third-party vendors directly related to admissions processes.
- Manages third-party bulk communication and processes associated with annual maintenance, report structures and troubleshoots issues between the CRM and the vendor.
- Assess the communication plans and make recommendations for future strategies.
- Review internal communications data and conduct market research to develop effective and proactive strategies that adjust to shifting trends and leverage existing technologies to meet enrollment goals.
- Ensures compliance is maintained regarding student communications via the CRM and text.
- Liaison to the CRM Advise team regarding reports, data transfers, and building of communication plans for the advising environment.
- Point of contact and liaison to the call center to support student inquiries, dissemination of new student enrollment information and process updates
- Serves as the primary liaison with system-wide marketing staff to ensure messaging and institutional branding is consistent and represented in communications.
- Maintains direct supervision of Admissions Communication Specialists

PROFESSIONAL PARTICIPATION AND DEVELOPMENT

In addition to the accountabilities listed above, the incumbent is required to carry out the essential duties of:

- Attendance and participation at convocation, commencement and honors ceremonies;
- Service on assigned committees and task forces;
- Attendance and participation at, committee, staff, informational and professional meetings.
- Participate in recruitment and enrollment events as required.

QUALIFICATIONS:

Incumbents must possess proven ability to effectively work with a culturally, linguistically, and ethnically diverse faculty, staff and students. They are expected to have excellent oral and written communications skills along with strong Information Technology literacy skills such as Microsoft Office (Word, Excel, Outlook, Teams, etc.) Incumbents are required to have demonstrated advanced knowledge and abilities in the following:

- Strong oral and written communicator with ability to independently draft various communications to stakeholders.
- Understanding and working knowledge of SIS, such as Banner as well as a CRM and other software platforms utilized in admissions.
- Current knowledge of industry best practices and Guided Pathways principles.
- Ability to recognize and protect confidential information in accordance with FERPA and exercise judgment, tact, and diplomacy in handling sensitive information and situations.
- Customer Relationship Management tools
- Navigating federal and state laws and regulations related to admissions and compliance
- Admissions, enrollment, advising, transcript evaluation services and FERPA
- Familiarity working in a community college environment, preferred
- Strong information technology skills demonstrated through familiarity with college database systems, preferred
- Involvement in the implementation of a college CRM, preferred

These skills and abilities typically are acquired through a combination of education, training and experience which would include a Master's degree in appropriately related field together with 1-4 years of related experience that includes up to two years of supervisory experience; or a combination of education, training and experience which would lead to the competencies required for successful performance of the position's essential duties.

WORK ENVIRONMENT:

The incumbent typically performs work in offices, conference rooms and in locations where groups of students, faculty and staff gather. The work does not, normally, involve any significant physical effort. The incumbent may travel to public sites to make presentations as well as travel to regional or central meetings and conferences.