

FORT SCOTT COMMUNITY COLLEGE

Position Description AD06

NAME: JOB TITLE: Director of Admissions and Enrollment Coordination

DIVISION/DEPARTMENT: Academic Affairs/Enrollment Management

RESPONSIBLE TO: Vice President of Academic Affairs-Enrollment Management

MONTHS PER YEAR: 12

HOURS PER WEEK: Exempt

UPDATE: 8-2026

CREDENTIALS

- Bachelor's degree required; Master's degree preferred.
- Minimum of three years of progressively responsible experience in admissions, enrollment management, student services, recruitment, higher education administration, or a related field preferred
- Supervisory experience preferred.
- Valid driver's license with ability to travel extensively throughout the service area.
- Knowledge of higher education admissions and enrollment practices.
- Strong leadership and organizational skills.
- Excellent written and verbal communication abilities.
- Outstanding public speaking and presentation skills.
- Ability to analyze enrollment data and develop strategic initiatives.
- Ability to build collaborative relationships across departments.
- Strong customer service orientation.
- Ability to manage multiple priorities while meeting deadlines.
- Proficiency with Microsoft Office and student information systems.
- Experience utilizing CRM systems is preferred.
- Passion for student success.
- High integrity and professionalism.
- Initiative and innovation.
- Strong relationship-building skills.
- Collaborative leadership style.
- Results-oriented decision making.
- Positive attitude and enthusiasm.
- Commitment to continuous improvement.

JOB PURPOSE

The Director of Admissions & Enrollment Coordination provides visionary leadership for the College's admissions and enrollment management efforts. This position is responsible for planning, implementing, and evaluating comprehensive recruitment and enrollment strategies that support the College's mission of increasing student access, enrollment growth, retention, and student success.

The Director supervises admissions staff, coordinates enrollment activities across campus, develops relationships with schools and community partners, and works collaboratively with Academic Affairs, Financial Aid, Athletics, Marketing, Advising, and Student Services to create a seamless student experience from first inquiry through registration.

The Director serves as one of the College's primary ambassadors and is expected to build strong relationships throughout the service area while maintaining a high level of professionalism and customer service.

The Director supports Fort Scott Community College's mission of **Empowering Students and Communities through Education** by expanding educational opportunities, promoting student success, and strengthening relationships throughout the communities the College serves.

SUPERVISORY RESPONSIBILITIES

Supervise assigned employees as needed. Has input in selection and termination of employees.

DUTIES AND RESPONSIBILITIES

Enrollment Management

- Develop and implement strategic enrollment management plans designed to increase student enrollment.
- Monitor enrollment trends and recommend strategies to meet annual enrollment goals.
- Maintain an active enrollment pipeline and ensure timely follow-up with prospective students.
- Analyze recruitment and enrollment data to improve performance and decision-making.
- Provide regular enrollment reports and forecasts to college leadership.
- Coordinate admissions processes to maximize conversion from inquiry to enrollment.

Student Recruitment

- Develop and execute an annual recruitment plan.
- Coordinate recruitment activities throughout the College's service area and beyond.
- Visit high schools, career centers, community organizations, businesses, and college fairs.
- Represent the College at recruitment events, community functions, and educational conferences.
- Develop relationships with school counselors, principals, teachers, parents, and community leaders.
- Coordinate campus visit programs and special recruitment events.

Admissions Operations

- Supervise all admissions functions from inquiry through registration.
- Ensure admissions processes are efficient, student-friendly, and compliant with institutional policies.
- Oversee application processing and admissions communications.
- Coordinate new student orientation activities in collaboration with campus departments.
- Ensure excellent customer service for prospective students and families.

Enrollment Coordination

- Coordinate enrollment efforts among Admissions, Financial Aid, Advising, Registrar, Academic Affairs, Athletics, and Marketing.
- Monitor applicant progress to reduce enrollment "melt."
- Develop communication strategies to keep prospective students engaged throughout the enrollment process.
- Coordinate registration initiatives that improve enrollment completion.

Leadership and Supervision

- Supervise and evaluate admissions personnel and student ambassadors.
- Establish performance expectations and accountability measures.
- Provide training and professional development opportunities.
- Foster a positive, collaborative, and service-oriented work environment.

Marketing and Communication

- Collaborate with the Marketing Department on recruitment campaigns.
- Assist in developing promotional materials and digital communications.
- Utilize social media and technology to support recruitment initiatives.
- Ensure consistent messaging that reflects the College's mission and values.

Community and School Relations

- Build partnerships with K-12 schools, technical centers, businesses, and community organizations.
- Serve as a visible representative of the College throughout the region.
- Participate in civic organizations and community events that enhance the College's visibility.

Data Management

- Maintain accurate admissions and recruitment data.
- Utilize the Student Information System and CRM to monitor recruitment effectiveness.
- Prepare reports related to enrollment, recruitment activities, and key performance indicators.
- Use data to recommend improvements and guide strategic planning.

Student Service

- Demonstrate exceptional customer service to prospective students, parents, and community members.
- Assist students in navigating admissions requirements and enrollment processes.
- Promote an inclusive and welcoming environment for all students.

Other Duties

- Participate in College committees and institutional initiatives.
- Maintain compliance with federal, state, and institutional regulations.
- Perform other duties as assigned by the Vice President or President.

PERFORMANCE EXPECTATIONS

Success in this position will be measured by:

- Achievement of annual enrollment goals.
- Increased inquiry-to-enrollment conversion rates.
- Growth in service area recruitment.
- Timely communication with prospective students.
- Positive customer service feedback.
- Effective supervision and staff development.
- Strong collaboration across campus.
- Accurate reporting and enrollment forecasting.
- Development of innovative recruitment initiatives.
- Active community engagement and representation of the College.

Signature

Date

All job descriptions are subject to revision based on changing needs of the college.