

CLINTON COMMUNITY COLLEGE

PROPOSED NEW TITLE AND JOB DESCRIPTION

Job Title:	Dean of Enrollment Management	Reports to:	The President
FLSA Status:	Exempt	CBU/MC:	Management Confidential
Grade:		Department:	Admissions/Financial Aid/College Relations
Rate Range/Budget:	\$75,000.00 - \$80,000.00 annually		

Job Summary: The Dean of Enrollment Management is directly responsible to the President. The Dean is responsible for Recruitment, Admissions, Financial Aid, College Relations, and the Enrollment Management Plan(s) and Committee. This is a twelve-month position. The ideal candidate is a leader who will be able to work in a fast-paced environment and to serve as a catalyst for any changes necessary for the continued success of the College.

1. Leads areas of Enrollment Management (Recruitment, Admission, Financial Aid, and College Relations) and respective personnel to meet the various enrollment goals identified in the Strategic Enrollment Management Plan(s). Manage, supervise and evaluate offices of Admissions, Financial Aid and College Relations.
2. Serve as a member of the President’s Cabinet and other College committees. Contributes to senior-level administrative deliberative and decision-making processes as a member of the President’s Executive Council.
3. Provide creative and energetic leadership in the development, execution and ongoing renewal of student marketing, recruitment, admissions, and financial aid programs. Ensure that programs produce measurable results that are communicated to the wider campus community. Interacts personally and energetically with schools, businesses, agencies, government and other constituencies within the College’s service community to stimulate interest in and attract students to the College.
4. Develop, implement and direct a comprehensive marketing plan for the College.
5. Conducts purposeful research to drive enrollment strategies – generating, processing, interpreting, and applying data toward the effective recruitment and retention of students. Serve as the Chair of the College’s Enrollment Management and Marketing committees.
6. Work with the Vice President of Academic Affairs, the Dean of Student Affairs and other areas of the college to ensure a seamless recruitment, orientation, enrollment, advisement and registration process is implemented.
7. Participate in campus and off-campus recruitment programs and activities. Willingness to travel when necessary.
8. Develop and monitor the annual Enrollment Management budget, including Admissions, College Relations and Financial Aid.
9. Provide leadership in the development of enrollment goals and assessment. Continually improves the systematic and results-directed enrollment plan as a key component of the College’s comprehensive plan. Prepare accurate, timely and relevant enrollment reports to the President, senior administration and others as appropriate.
10. Other duties as assigned.

Minimum Qualifications: A master’s degree is required or the equivalent of education and experience. Three to five years of administrative experience in one of the primary areas reporting to this position (College Relations, Admissions, or Financial Aid). A proven track record of success in leadership positions in admissions, marketing, or financial aid within a community college would be preferred, although relevant administrative experience in other organizations that

attract, and recruit students would be welcomed. The successful candidate will have demonstrated the ability to maintain open and effective relationships with students, staff, faculty, administrators, school districts, and trustees.

Excellent organizational, interpersonal, written and oral communication skills required. A record of leadership, initiative and of working collaboratively and effectively with diverse persons and interests. A ready ability to be an active ambassador and promoter of the College within the communities it serves. Practical and authoritative knowledge of computer-based tools such as SLATE or other admissions CRMs and research methodology for the pursuit of focused and forceful marketing objectives.

Created :06/09/2016 Revised: 11/04/2024