



Classification Title: Manager, Office of Student Recruitment

Department:	Office of Student Recruitment	EEO6 Code:	1
Employee Group:	Administrative Association (Classified Administrator)	Salary Grade:	52
Supervision Received From:	Dean of Enrollment Services	Date of Origin:	May 2015
Supervision Given:	Assigned classified, hourly, and volunteer staff	Last Revision:	October 2024

Class specifications are intended to present a descriptive list of the range of duties performed by employees in the class. Specifications are not intended to reflect all duties performed by individual positions.

JOB SUMMARY.

Manages, coordinates, designs, and performs recruitment and financial aid outreach activities designed to encourage and facilitate college admissions and enrollment; oversees the day-to-day functions of the District's centralized outreach/welcome center; designs and develops marketing and publicity tools for assigned programs and activities. Oversees orientation, campus tours, and assigned conferences. Collaborates with the Manager, Promise and Access Programs to develop, implement, and evaluate a comprehensive Palomar College Welcome Center that includes a comprehensive outreach, access, and onboarding program.

DISTINGUISHING CHARACTERISTICS.

The Manager, Office of Student Recruitment holds primary responsibility for outreach programs and activities for the District and is distinguished from other managers in the Student Services division by its responsibility for administering the daily operations of a centralized outreach/welcome center.

ESSENTIAL AND MARGINAL FUNCTION STATEMENTS. Essential responsibilities and duties may include, but are not limited to, the following:

1. Performs full supervisory activities in accordance with relevant District policies, procedures, and applicable employee contracts/handbooks, which includes selecting and training new employees; planning, assigning, scheduling, and evaluating completed work; approving overtime; preparing and signing employee performance evaluations; recommending reclassifications; responding to grievances and taking appropriate disciplinary action; and performing related supervisory activities.
2. Plans, directs, coordinates, and promotes the activities of the District's centralized outreach/welcome center; schedules, assigns, directs, and monitors the work of assigned staff; coordinates outreach activities with other College departments, programs, and services.
3. Monitors and evaluates outreach program activities; researches outreach methods, mechanisms and processes; coordinates with other staff to identify trends and resolve issues.
4. Develops and implements comprehensive, innovative recruitment and enrollment plans with measurable goals; collects data to enhance the College's understanding of its market position, student preferences, internal strengths, and opportunities for growth; reviews school enrollment data to project District impacts.
5. Utilizes management information systems and maintains databases relevant to assigned area of responsibility; develops and runs computerized queries and reports; tabulates and summarizes data; prepares summary reports for College administration.
6. Utilizes Customer Relations Management (CRM) systems to enhance excellence in customer service delivery, timely

response, and personalization of the recruitment/admission experience for each student.

7. Plans and coordinates outreach programs and activities, including, but not limited, to school visits, recruitment fairs, community event presentations, information booths, open houses and college tours; arranges and schedules local high school visits to Palomar College to provide general college recruitment, financial aid presentations, and application workshops; coordinates staff attendance at college fairs and community events; establishes effective social media campaigns.
8. In conjunction with the Communications/Marketing Office, plans and designs a variety of marketing and publicity materials, including, but not limited to, college outreach brochures and flyers, social media campaigns, information booths, display tables; ensures that materials are consistent with other District publications.
9. Develops, implements, monitors, and reviews the budgets and program expenditures for outreach services in coordination with the Director, Enrollment Services.
10. Establishes and maintains positive relationships and partnerships with local high school and college administrators, teachers, counselors and other parties.
11. Establishes and maintains complex file and record systems containing confidential and sensitive student records.
12. Keeps abreast of new trends and innovations in the field of outreach services related to social media and other student communication methods.
13. Participates in/on a variety of committees, task forces, boards, meetings, and/or other related groups in order to receive and/or convey information.
14. Participates in shared governance through service on planning and/or operations committees and task forces.

Marginal Functions:

1. Perform related duties and responsibilities as required.

QUALIFICATIONS.

Experience and Education/Training Guidelines

Any combination of experience and education/training that would likely provide the required knowledge and abilities is qualifying. A typical way to obtain the knowledge and abilities would be:

Experience:

Four years of experience related to college outreach programs and activities, including one year of supervisory experience.

Education/Training:

Equivalent to a Bachelor's degree from an accredited college or university in business administration, public administration, psychology, social sciences or a related field.

Licenses/Certificates:

Possession of an appropriate, valid California Driver's License by time of appointment.

Preferred Qualifications:

Related coursework beyond the minimum qualifications from an accredited college or university.

Knowledge of:

1. Supervisory principles and practices, including selection, training, evaluating, and discipline.
2. Methods, procedures, and techniques of relevant to outreach programs, welcome center management, and customer service programs.
3. Principles and procedures of college admissions, financial aid, and enrollment management.

4. Pertinent federal, state and local codes, laws and regulations, including the California Education Code and applicable sections of Title 5 of the California Code of Regulations.
5. Principles, practices, and tools utilized in marketing and publicity.
6. Procedures, methods, and techniques of budget preparation and maintenance.
7. Modern office procedures, methods, and equipment including computers and applicable software programs relevant to assigned area of responsibility.
8. Computerized data management, storage and retrieval systems relevant to area of responsibility.
9. Principles and practices of report preparation.
10. English usage, spelling, grammar, punctuation.
11. Principles of basic mathematics.
12. Service delivery standards and systems and customer satisfaction evaluation techniques.
13. Public and community relations principles, including the use of tact, patience, and courtesy.
14. Community college programs, services, operations, and activities.

Skill in:

1. Selecting, supervising, training, delegating tasks to, and evaluating staff.
2. Interpreting, applying, and explaining complex rules, regulations, policies, and procedures, including information of a highly technical nature.
3. Applying pertinent federal, state and local codes, laws and regulations, including the Education Code and applicable sections of Title 5 of the California Code of Regulations.
4. Analyzing and troubleshooting difficult situations accurately and adopting effective courses of action.
5. Participating in the development and administration of goals, objectives, and procedures.
6. Communicating clearly and concisely, both orally and in writing.
7. Mediating difficult and/or hostile situations.
8. Operating office equipment including computers and applicable software programs.
9. Preparing clear and concise reports.
10. Budget development and maintenance.
11. Communicating clearly and concisely, both orally and in writing.
12. Establishing and maintaining effective working relationships with those contacted in the course of work.
13. Maintaining sensitivity to and understanding of the diverse academic, socioeconomic, age, cultural, physical or mental disability, medical condition, gender, gender expression, gender identity, sex, sexual orientation, nationality, race, and ethnic backgrounds of community college students, faculty, and staff.

WORKING CONDITIONS.

Environmental Conditions:

Office environment; exposure to computer screens, noise and electrical energy; extensive contact with faculty, staff, students, and the public. This position requires occasional travel to District and other locations.

Physical Conditions:

Essential and marginal functions require mental and physical fitness to perform necessary job functions with or without accommodation. Requires occasional travel to other District locations.

TERMS OF EMPLOYMENT

The duration of any fully restricted funded position in this classification is dependent upon the continuation of funding.