



## SOUTHWEST TEXAS JUNIOR COLLEGE Human Resources

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### INTERNAL EMPLOYMENT OPPORTUNITY

**Title: Director of Recruiting and Engagement**

**Job ID: 212225710101**

**Campus: Uvalde**

**Closing Date: May 20, 2022**

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**Job Duties:** Responsible for the functions of the Recruiting and Engagement Department. Oversee the development, implementation, and management of programs and initiatives to enhance SWTJC's recruitment and engagement efforts. Responsible for establishing and directing the department's recruiting and engagement goals and strategies. Provide leadership and administrative oversight for marketing coordinator and student activities/recruitment specialists. Works with the administration to establish enrollment goals and leading recruitment and engagement initiatives to achieve the goals. Support and act on the vision, strategic planning, development, scheduling, marketing, and implementation of college-wide comprehensive recruitment/retention programs and specialized recruitment/retention events or activities throughout the region; ensure recruitment/retention objectives, goals, budgets, policies, practices, and actions produce successful recruitment results consistent with Southwest Texas Junior College's overall mission and strategic plan.

*The following responsibilities are intended only as illustrations of the various types of work to be performed. The omission of specific duties does not exclude them from the position if the work is similar, related, or a logical assignment to the position.*

1. As Director of Recruiting and Engagement at a college thinking about the digital age, this position will be charged with finding new and innovative ways to expand recruitment and retention efforts including, but not limited to, the use of technology and social media.
2. Develop strategies to engage students in every stage of the admissions pipeline with the goal of transforming prospective students into applicants and applicants into enrolled students and enrolled students into graduating students.
3. Identify gaps in services based on best practices in recruiting and create programs to meet or exceed recruitment and admissions goals.
4. In addition to management functions, the Director directly participates in recruiting efforts and is expected to be available on evenings and weekends as needed.
5. Works with Vice President of Student Services to plan, implement and evaluate the programs and services of the college, and to recommend the development and implementation of new programs and services that support the College's strategic plan. Coordinates special projects.
6. Ability to collaborate with various college departments and other constituents to develop marketing and outreach plans to achieve targeted enrollment growth; develop and implement methods to meet enrollment goals and improve services to prospective and enrolled students. This work will include the development and implementation of a marketing and recruitment plan.
7. Provides daily leadership and supervision, which includes budget development and management, staffing and employee performance evaluation, staff development, strategic planning, and outcomes assessment, for the areas of admissions and advisement, records and registration, financial aid, testing, and the welcome and information center.
8. Interviews, select, trains, supervises, and evaluates a diverse staff through the performance management system. Make appropriate staffing recommendations in accordance with College policies and procedures

9. Develops, recommends, and manages the assigned campus budgets to ensure available dollars are effectively utilized. Ensure operational costs are in line with relevant budgetary controls.

**Required Knowledge, Skills, and Abilities:** Experience participating in and supporting change initiatives including knowledge and skills in process improvement, project planning, conflict resolution, team building, customer service, and data-based decision-making concepts.

**Salary:** Professional Group IV; 12-month position

**Other Benefits:** Benefits package available (Health/Life insurance, retirement plan, sick/personal leave, holidays, waived tuition for eligible employees and dependents).

## **QUALIFICATIONS**

**Education:** Master's degree in education, student personnel development, educational/organizational leadership, or related field.

**Experience & Training:** Minimum of three years of progressive leadership experience in college admissions, recruitment, and or student activities. Knowledge and experience with Ellucian-Colleague student information system preferred. Experience with implementing key recruitment initiatives. A decisive leader and self-starter with a sense of urgency, a clear set of priorities, a strong work ethic, and the ability to adapt to changing circumstances in a fast-paced, dynamic environment.

**Additional Qualification Requirements:** Preferred experience leading and managing the day-to-day operations of a small staff. Bilingual (English/Spanish) preferred. Must possess the required knowledge, skills, abilities, and experience and be able to explain and demonstrate, with or without reasonable accommodations, the essential functions of the job. Experience in working with diverse populations. Candidate must be authorized to work in the U.S. and must provide verifiable credentials; successful completion of background and reference check specified for the position. Travel required to other geographic locations served by the college. Must have a valid Driver's License and be insurable through SWTJC insurers.

## **SUBMIT APPLICATION TO:**

Human Resources Coordinator, Southwest Texas Junior College, 2401 Garner Field Road, Uvalde, TX 78801. It is the applicant's responsibility to verify the status of a position. **Submit the following required documents:** (1. Letter of intent, (2. SWTJC Application, (3. Resume, (4. Copy of Transcripts (official transcripts are required if hired). All documents become property of SWTJC.

With respect to the employment and promotion of teaching and non-teaching personnel, it is the policy of Southwest Texas Junior College not to discriminate either in favor of or against any persons on the basis of race, color, religion, national origin, sex, age, disability, or veteran status.

**An Affirmative Action/Equal Opportunity Institution**