



Phillips Community College of the University of Arkansas is seeking qualified applicants for the following 12 month position serving all campuses of the College.

Enrollment Management Director

To plan, oversee, organize and direct the College's enrollment management for all student recruitment strategies and efforts.

Characteristics Duties and Responsibilities:

1. Lead all enrollment management functions at all campuses of the College. Develops, plans, implements and administers recruitment-oriented initiatives and services to support the College's departments, staff and students;
2. Lead in the process of developing annual enrollment goals and an annual action plan to implement those goals to include targeted recruitment and utilization of new methods of reaching the colleges target markets;
3. Creates and implements long and short-term planning and evaluation of recruitment strategies and programs,
4. Develops an admissions marketing strategy in concert with the college marketing goals to monitor the College's intake system;
5. Assists in development of communication strategies for a variety of market segments that address prospective students, program and enrollment inquiries, application processes, and pre-enrollment phases;
6. Plan public information programs and promotional events designed to present and promote the College's vision and mission to include special events for targeted prospective student populations to include traditional and non-traditional students;
7. Ensure the availability of recruiting materials and the effective operation of the College's prospective student tracking system and its communication modules;
8. Represent the college publicly as needed to aid in the shaping of the image and awareness of PCCUA;
9. Coordinates programs and activities with college departments and programs as well as outside agencies and organizations;
10. Supervises high school relations coordinators;
11. Participates as a member of the Chancellor's Cabinet; and
12. Perform other duties and special projects as assigned.

Requirements:

- Master's Degree preferred, knowledge of community college operations required.
- Have an understanding of the comprehensive mission and philosophy of community colleges.
- Must be sensitive to economic, cultural, and other issues relating to challenges to college enrollment by a diverse student body.
- An understanding of the community college admission process and a strong working understanding of trends in higher education.
- Demonstrated ability to be a creative self-starter who can own and articulate a clear vision and effectively build and guide a team to meet the goals that embody that vision.
- A proven effective leader with demonstrated ability to develop others through motivating, monitoring, and mentoring
- Experience in gathering and analyzing data effectively in decision-making.
- Excellent oral and written communication skills.

- Excellent interpersonal skills; that includes an ability to present the mission of the college persuasively and the ability to network with others collegially.
- Exceptional organizational skills and proven successful management experience.
- Ability to demonstrate open communication and a commitment to transparency in decision making.
- Ability to lead with integrity and vision.
- Required weekly multi-campus travel.
- Availability for travel, and evening or weekend hours as necessary.
- Literacy and proficiency with Microsoft Office (Word, Excel, PowerPoint), the Internet, and e-mail.

Review of applications will begin immediately and will continue until filled. To request an application, visit www.pccua.edu or email ejames@pccua.edu or call (870) 338-6474, extension 1271.

PCCUA is an Equal Opportunity/Affirmative Action Employer