



Posting Date: May 2, 2017

Assistant Director, Admissions

Hudson County Community College is an award-winning, comprehensive urban college located just across the Hudson River from Manhattan in Jersey City and Union City, NJ. Fully accredited by Middle States Commission on Higher Education, the College offers courses and classes in a wide variety of disciplines to the people and businesses of Hudson County, one of the most historic and ethnically diverse areas of the United States. The College was recognized with the 2012 Association of Community College Trustees (ACCT) Northeast Regional Equity Award, was one of just five finalists in the U.S. for the American Association of Community Colleges' (AACCC) Student Success Award, and was presented with the New Jersey Business & Industry Association's Good Neighbor Awards in 2009 for the Culinary Arts Conference Center and in 2012 for the North Hudson Campus Project, and in 2015 for the Library Building.

Position Summary:

Plans, executes and leads recruitment activities in support of the College's mission statement and to meet the strategic enrollment initiatives of the College.

Essential Responsibilities:

1. In consort with the Director of Admissions, oversees recruitment efforts to effectively promote the College and its programs. Participates in the implementation of short-term and long-term strategic planning initiatives for the Admissions Department that support the College's mission statement and enrollment goals.
2. Develops a Territory Management plan that supports enrollment initiatives and creates a pipeline of inquiries and applications to the College.
3. Manage the admissions process for HCCC's Nursing and Practical Nursing programs, including but not limited to communicating with prospective students and applicants, reviewing applications, receiving and processing documentation and scheduling students for orientation.
4. Assists in the direction of student recruitment operations to promote the College and its programs, to attract students and increase student enrollment, and to emphasize the College's commitment to providing educational opportunities to a diverse and multi-cultural community. Builds and maintains effective relationships with area high schools, including guidance counselors, teachers and other student influencers.
5. Strives to increase student enrollment through the development and implementation of innovative recruiting plans, advertising, promotional opportunities, academic program literature, etc. Interacts with Communications Department to develop impactful marketing materials.
6. Follows, enforces, and ensures departmental compliance with relevant federal, state and local regulations, established Student and Academic Affairs policies and procedures, and the rules and regulations defined by the Family Educational Rights and Privacy Act (FERPA).
7. Stays current on the College's academic programs, services and value proposition in order to provide accurate, compelling and relevant information to prospective students.

8. Establishes and coordinates the ongoing activities of the recruitment team to ensure overall operating efficiency, sound fiscal management, and the provision of maximum customer service to prospective, new, and existing students:
 - Utilizes Student Information System (SIS) to track recruitment efforts, including but not limited to: event scheduling, inquiry input and inquiry follow up. Ensures that prospective students receive the highest level of service.
 - Defines, develops, implements, and monitors effective departmental policies, procedures, and systems that support the overall goals and objectives of the Enrollment Services department, track and verify the status of an initial student application through final College admission, and ease the overall admissions process for students;
 - Reviews student applications to ensure the inclusion of all pertinent information and required documentation. Consistently monitors data input to the admissions component of the Student Information System (SIS) to ensure the accuracy, completion, and currency of various student information. Generates various reports for the purpose of tracking student application status, implementing follow-up action, finalizing student admissions, as well as to gather and compile various recruiting, admissions, and enrollment statistics;
 - Ensures the prompt identification and timely resolution of prospective, new, and existing student problems; provides advice and guidance, explains established processes and procedures to ensure that students feel welcomed into the College community and have the information they need to successfully progress through the admissions process;
 - Plans and conducts on-site campus tours and information sessions at both College campuses
9. Assist with all aspects of Open House events at various on-site and off-site campus locations.
10. Provides ongoing direction and supervision to Admissions Recruitment staff:
 - Provides ongoing leadership, advice, training, and guidance to staff;
 - Ensures appropriate work distribution to recruitment staff;
 - Conducts observations of recruiting staff to provide ongoing coaching and to identify opportunities for staff training and development;
11. Represents the College to external constituencies and projects a positive self-image of professionalism, appearance, confidentiality, courtesy, conduct, honesty, fairness, and personal integrity at all times.
12. Directs and/or performs other student recruitment and admission services and activities, as required. Actively participates and/or manages special projects, as required. Remains flexible and adaptable in work schedules and work assignments as defined by College and departmental needs.

Position Requirements:

Education & Experience:

Minimum of a Bachelor's degree with at least three years of experience in post-secondary education/academic/student affairs administration required; Master's degree preferred; prior management experience required.

Special Knowledge, Skills and Abilities:

Comprehensive knowledge of admissions standards and recruitment objectives and principals required with the ability to plan, organize and direct the operations of related programs and activities. Experience with Nursing School or other medical related admissions required. Ability to plan, develop, and implement marketing strategies and programs required. Highly effective verbal and written communication skills, interpersonal, and customer service skills required to effectively collaborate with prospective, new and existing students, Division Deans, faculty, advisors, counselors, and all levels of employees and management. Computer proficiency and knowledge of automated admissions and student information systems also required. An understanding of and commitment to the role of a comprehensive community college in an urban multi-cultural setting also required, with prior experience in working with non-traditional students from diverse cultural and ethnic backgrounds being essential. Bi-lingual ability preferred.

To Apply: Send letter of application, resume, salary requirements and names/contact information of three professional references.

Department of Human Resources
81 Sip Avenue, Mezzanine Level
Jersey City, NJ 07306
E-mail: Resumes@hccc.edu
Fax: (201) 714-2509

For additional information and employment opportunities at HCCC, please visit:
www.njherc.org, www.higheredjobs.com and www.latinosinhighered.com

As a New Jersey First Act Employer, new employees must establish a primary residence in New Jersey within one year unless an exemption applies.

HCCC IS AN EEO/AA EMPLOYER

