



Position Title:	Director of Enrollment Management	
Reports To:	Vice Provost, Education	
Department:	Enrollment Management	Job Code: 0121
Prepared By/Date:	Rene Garcia/7-21-2009	Job Group: PEC
Approved By/Date:	Rolando Montoya/7-21-2009	Salary Grade: 19
Revised:	Jennifer C. Brito/8-2-2010	FLSA Status: Exempt

Summary:

The primary responsibility of the Director of Enrollment Management is developing and maintaining a systematic set of activities to enable Miami Dade College to shape its enrollments focusing on student college choice, the transition to college, student retention, and student outcomes.

Essential Duties and Responsibilities:

- Assist the Provost in developing and implementing the College vision, mission, and goals
- Advise the College President and Provost on matter relating to enrollment, recruitment and retention
- Compile, analyze, interpret, and present data to various constituencies including deans, campus presidents and the Board of Trustees
- Design and implement research projects on recruitment and retention
- Help coordinate the activities of the Directors of Retention and the New Student Center
- Assist campuses in the development and implementation of recruitment and retention plans
- Identify and recommend solutions to enrollment barriers
- Establish baseline against which to measure and evaluate the effectiveness of recruitment and retention strategies
- Assist in the development and implementation of the college's marketing plan
- Collaborate with academic and student services departments to contribute to the retention of students
- Supervise the College information Center
- Participate in budget planning, development, and implementation
- Work with campus presidents and other staff to assure college-wide institutional needs are met
- Perform other related duties as assigned

Knowledge, Skills and Abilities:

- Knowledge and understanding of current and emerging technology related to recruitment, and marketing
- Knowledge of college educational philosophy and top management administrative practices
- Knowledge of college policies and procedures
- Strong interpersonal and communication skills to work effectively with a wide range of constituencies in a diverse community
- Strategic planning skills in analysis and interpretation of data
- Ability to communicate effectively
- Ability to work and lead effectively in a multi-ethnic/cultural environment with students, faculty and staff

Work Environment:

The work environment characteristics described here are representative of those an employee

encounters while performing the essential functions of this job.

While performing the duties of this job, the noise level in the work environment is usually quiet.

Physical Demands:

The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

While performing the duties of this job, the employee is regularly required to sit; use hands to finger, handle, or feel objects, tools, or controls and talk or hear. The employee is occasionally required to stand, walk, and reach with hands and arms.

The employee must occasionally lift and/or move up to 10 pounds.

Specific vision abilities required by this job include close vision, distance vision, color vision, peripheral vision, depth perception, and the ability to adjust focus.

Essential Personnel:

Non-essential

Minimum Requirements:

To perform this job successfully, an individual must be able to perform each essential duty satisfactorily.

- A doctorate from an accredited institution in a relevant field
- Experience in management, setting enrollment goals, using data effectively in planning, decision-making, and assessment of enrollment strategies and process

ACKNOWLEDGEMENT

I have read and acknowledge receipt of a copy of my job description.

Signature

Date

Printed Name