

**DAWSON COMMUNITY COLLEGE  
POSITION DESCRIPTION**

**TITLE:** Assistant Director of Recruiting & Marketing  
**DATE:** January 2024  
**SUPERVISION RECEIVED:** Dean of Student Success

**DEPARTMENT:** Academic & Student Affairs  
**FLSA STATUS:** Exempt, Full-Time, 12 months  
**SUPERVISION EXERCISED:** Student  
Employees; Work Study Students; Enrollment  
Management Specialists: Recruiting

**POSITION NUMBER:** S99922

**SALARY RANGE:**

**\*\* WAGES COMMENSURATE WITH EDUCATION & EXPERIENCE \*\* Starting at \$40,000 annually**

**SUMMARY OF WORK:** The Assistant Director of Recruiting & Marketing assists the Enrollment Management Director in providing vision, leadership, and implementation for enrollment services and recruitment. The Assistant Director leads his/her team in providing prospective students with a seamless integrated service experience that is efficient and effective in a manner that is student-centered and reflective of the College's mission and values. Under the supervision of the Enrollment Management Director, the Assistant Director works collaboratively with the Director of Financial Aid, the Registrar, members of the faculty, and the Athletics Department to create a shared commitment to enrollment goals, marketing initiatives and active participation in accomplishing the Colleges' strategic initiatives.

**JOB CHARACTERISTICS AND AREAS OF ACCOUNTABILITY:**

**Nature of Work:** Serve our potential students, community and colleagues and articulate the value of the College's residential, education experience to different types of people in large groups or individually. This position performs duties, which require attention to detail, accuracy, and timeliness. In addition to regular working hours, the Assistant Director will conduct view days, travel for college tours, high school visits, and to visit with non-traditional prospective students and support counselors/career advisors. The Assistant Director also develops and is directly responsible for marketing strategies to support recruitment. This position will require frequent overnight travel days as well as evenings and weekends to perform job functions.

**Personal Contacts:** The Assistant Director engages regularly with prospective students, parents, high school teachers and counselors, the Office of the Commissioner of Higher Educations and the Office of Public Instruction officials. Extensive contact with the local and regional media, including but not limited to television, radio and newspaper personnel.

**Supervision Received:** The Assistant Director reports to the Enrollment Management Director. Position follows annual Enrollment Management and Marketing Plans as directed by the Enrollment Management Director.

**Supervision Exercised:** Provides supervision of enrollment management specialists - recruiting, student ambassadors, and departmental work-studies.

**Essential Functions:** This position requires the ability to: communicate orally and in writing; read written material; adhere to written policies and procedures for all recruiting, and retention activities; recruit students; and coordinate college events. Position must be physically able to operate a vehicle; flexibility to travel and be away from campus for up to three weeks at a time; sit and stand for long periods of time; carry advertising/recruiting materials weighing approximately 25 pounds; set up exhibits; move and haul advertising and recruiting displays; lift up to 50 pounds; fine motor skills for a computer and cameras; reach with hands and arms; perform finger and hand dexterity; use visual acuity; and be mobile. Employee must have a valid driver's license and be able to drive for long periods of time during morning, day and after dark; and in all seasons of Montana's weather.

**AREAS OF ACCOUNTABILITY AND PERFORMANCE**

- Seek and cultivate qualified prospective students.
- Serve as the primary contact for prospective students through the admissions and initial enrollment process.
- Assist in the development, implementation and evaluation of effective recruitment strategies and tactics in order to meet designated enrollment goals.

- Maintain continuous flow of quality applicants by analyzing trends in enrollment and marketing activities, leading activities to continue programs that are effective; presenting new strategies for The College's recruitment and admission activities.
- Maintain an active and aggressive schedule of recruiting events and visitations.
- Maintains an active suspect and prospect list and collects data pertinent to the prospective student database.
- Assist in the development and maintenance of advertising and recruiting materials.
- Meet enrollment goals for the target recruitment area.
- Work evenings and weekends as required to promote DCC during community events, business events, and after school events.
- Explore opportunities to expand community engagement, partnership expansions, etc.
- Provide marketing efforts focused on enrollment activities through multiple marketing mediums - including social media, newspaper advertisement, radio, television, etc.
- Coordinate and direct all college marketing and community promotional activities, focusing on all audiences.
- Direct and coordinate mass media advertising for the college, including, but not limited to, digital media, print media, radio, television, direct mail, bill boards, marketing sponsorships, etc.
- Improve, monitor, and update website, manage online communities, e-newsletters, e-mail broadcasts and web-based marketing activities.
- Strategically administer all social media marketing and advertising.
- Create, implement, and measure the success of marketing the strategic plan, related actions steps.
- Prepare an annual report that captures the College's institutional effectiveness.
- Supervise and approve the editing, production, and development of college publications, collateral materials, including but not limited to, the catalog, course schedule, View Book, student handbook, posters and advertisements.
- Possess strong interpersonal skills and the ability to communicate effectively in writing and public speaking.
- Work with high school counselors and teachers to foster relationships and recruiting opportunities.
- Work with community leaders and business owners to foster relationships and recruiting opportunities.
- Identify and offer Enrollment Scholarships to prospective and admitted students. Target specific groups of students for recruitment as assigned (ex. Dual enrollment, non-traditional, traditional etc.).
- Support The College's mission and core values as a contributing member of the community.
- Manage the Admissions staff.
- Performs other related duties as assigned

## **PERFORMANCE STANDARDS**

**DCC values professionalism in its employees. The following attributes and behaviors are identified as examples of what is expected of an employee:**

### **CORE COMPETENCIES:**

- Adaptability - Adapts to changes in the work environment; Manages competing demands; Changes approach or method to best fit the situation; Able to deal effectively with frequent change, delays, or unexpected events.
- Adheres to and maintains strict confidentiality with all fiscal, human and labor relation information.
- Attendance - Is consistently at work and on time.
- Business Acumen - Understands basic business practices.
- Change Management - Communicates changes effectively.
- Oral Communication - Speaks clearly and persuasively in positive or negative situations; listens and gets clarification; Responds well to questions; Participates in meetings.
- Written Communication - Writes clearly and informatively; Edits work for spelling and grammar; Varies writing style to meet needs; Presents numerical data effectively; Able to read and interpret written information.
- Cost Consciousness - Works within approved budget; Develops and implements cost saving measures; Contributes to profits and revenue; Conserves organizational resources.
- Customer Service - Manages difficult or emotional customer situations; Responds promptly to customer needs; Meets commitments.

- Delegation - Delegates work assignments; Matches the responsibility to the person; Sets expectations and monitors delegated activities.
- Dependability - Follows instructions, responds to management direction; Takes responsibility for own actions; Keeps commitments.
- Initiative - Seeks increased responsibilities; Takes independent action.
- Judgment - Displays willingness to make decisions; Exhibits sound and accurate judgment; Supports and explains reasoning for decisions; Includes appropriate people in decision-making process; Makes timely decisions.
- Managing People - Includes staff planning, decision-making, facilitating and process improvement; Makes self-available to staff; Provides regular performance feedback; Develops subordinates' skills and encourages growth; Improves processes, product and services.
- Organizational Support - Follows policies and procedures; Completes administrative tasks correctly and on time; supports organization's goals and values.
- Planning/Organizing - Prioritizes and plans work activities; Uses time efficiently; Organizes or schedules other people and their tasks.
- Problem Solving - Identifies and resolves problems in a timely manner; Gathers and analyzes information skillfully; Develops alternative solutions.
- Professionalism - Approaches others in a tactful manner; Reacts well under pressure; Treats others with respect and consideration regardless of their status or position; Accepts responsibility for own actions; Follows through on commitments.
- Quality Management - Looks for ways to improve and promote quality; Demonstrates accuracy and thoroughness.
- Quantity - Meets productivity Standards; Completes work in timely manner; Strives to increase productivity; Works effectively.
- Safety and Security - Observes safety and security procedures; Uses equipment and materials properly.
- Strategic Thinking - Develops strategies to achieve organizational goals; Adapts strategy to changing conditions.
- Inclusion – Provides an environment that is inclusive of all students and supports underrepresented students. □
- Assessment – Assesses annual performance and works closely with the enrollment management team.

**This job description is not designed to cover or contain a comprehensive listing of activities, duties or responsibilities required of the employee.**

#### **Reasonable Accommodations Statement**

To perform this job successfully, an individual must be able to perform each essential duty satisfactorily. Reasonable Accommodations may be made to enable qualified individuals with disabilities to perform the essential functions.

**This institution is an equal opportunity provider.**

#### **Required Qualifications:**

- Bachelor's degree required.
- One-year full-time work experience in recruiting, sales, or marketing.
- High level of professionalism and confidentiality.
- Sensitivity, understanding, and respect for a diverse academic environment, inclusive of students, faculty, and staff of varying social, economic, cultural, ideological, and ethnic backgrounds.
- Ability to travel locally and regionally.
- Must be able to take initiative and work independently as well as part of a team.
- Valid Montana driver's license.

#### **Preferred Qualifications:**

- Master's degree
- Two years recruiting and public relations experience
- Experience in a higher education setting, counseling, or sales environment

## **COMPLETED APPLICATION PACKET MUST INCLUDE:**

- Completed Dawson Community College application • Current resume
- Cover Letter
- Copies of all college transcripts
- Three professional references (names, addresses, and phone numbers).

## **INQUIRIES MAY BE DIRECTED TO:**

**Human Resources Department [hr@dawson.edu](mailto:hr@dawson.edu)  
406-377-9430**

**Qualified protected class individuals are encouraged to apply.** Dawson Community College must comply with the Immigration Reform and Control Act of 1986. If hired, you will be required to provide documents to show your identity and authorization to work as well as information to conduct a background check.

### **Nondiscrimination Policy:**

Dawson Community College does not discriminate on the basis of creed, race, religion, gender, national origin, age, disability, veteran status, genetic information, pregnancy status, marital status, gender identity or expression, or sexual orientation with respect to access, employment, programs, or services.

The College is in compliance with Executive Order 11246; Title VII of the Civil Rights Act of 1964, as amended by the Equal Employment Opportunity Act of 1972; Title IX regulation Implementing Educational Amendments of 1972; Section 504, Rehabilitation Act of 1973; the Americans with Disabilities Act of 1990; the 1991 Civil Rights Act; the Age Discrimination in Employment Act of 1967, as amended; the Vietnam Era Veterans' Readjustment Assistance Act of 1974; Title 49, the Montana Human Rights Act; and all other federal, state, and college rules, laws, regulations and policies.

Inquiries or complaints concerning these matters should be brought to the attention of Joshua Engle, Dean of Student Success, Title IX Coordinator. **Telephone:** (406) 377-9491. **Email:** [jengle@dawson.edu](mailto:jengle@dawson.edu). **Mailing Address:** Josh Engle, Title IX Coordinator, 300 College Drive, Glendive, MT 59330