



Job Classification Description

**Director of Enrollment and Advancement/CCV
Non-Bargaining Unit**

**Grade 18
Exempt**

BASIC FUNCTION

To oversee programs, manage budget and supervise staff in areas that comprise advancement at the Community College of Vermont. These areas include public relations and publications, alumni affairs, development and special events.

CHARACTERISTIC DUTIES AND RESPONSIBILITIES

- Plan, implement, administer, coordinate, monitor, and evaluate all of the specific programs, functions and services of the assigned region in conjunction with institutional objectives, policies, and procedures.
- Hire, train, supervise and evaluate regional employees, including: planning and conducting staff meetings and training programs, conferring regularly with staff to plan and coordinate regional activities.
- Plan and administer the regional operating budget for site operations and academic programs.
- Oversee CCV high school outreach activities.
- Develop and implement strategic goals and objectives that enable and encourage students to enroll and to successfully retain the student enrollment.
- Forecast about future enrollments. Provide data and information for planning, documentation and projection.
- Educate CCV staff, instructors and friends about the crucial role of strong enrollment in a healthy college.
- Spearhead the goals of CCV strategic plan as they speak to enrollment management.
- Perform a variety of key planning tasks involving, identification and recruitment of potential student populations and instructors; program design, evaluation and refinement; design of marketing strategies and plans; research and pursuit of new markets, services and grant-funded projects.
- Coordinate and assess the integrity, quality and accessibility of academic programs, student services and administrative services within the region.
- Supervise the overall work of several CCV sites. Confer regularly with supervisor, other CCV administrators and staff, and other VSC personnel/offices to plan, coordinate and evaluate programs/ services, exchange information, investigate and resolve problems, and the like.
- Serve on a variety of College and VSC committees.

- Perform a wide range of liaison functions with individuals/organizations outside of the College, including training consultants, representatives of state business and industry, government agencies, and professional organizations, and the like.
- Prepare various administrative reports.
- Perform other duties as assigned and negotiated.

SUPERVISION RECEIVED

General direction is received from the President.

SUPERVISION EXERCISED

Administrative and functional supervision of regional and site office staff.

MINIMUM QUALIFICATIONS

Masters degree in higher education administration or other appropriate discipline, with doctorate desirable, plus four to six years of relevant experience in higher education, or a combination of education and experience from which comparable knowledge and skills are acquired.

- Broad and in-depth knowledge and skills related to higher education.
- Strong planning, administrative, organizational, supervisory, and budget management skills.
- Ability to represent the College/VSC to and deal effectively with a wide range of individuals/groups inside and outside of the College, requiring excellent communication, leadership, coordinating and public relations skills.

This general outline illustrates the type of work which characterizes the job classification. It is not an all encompassing statement of the specific duties, responsibilities and qualifications of individual positions assigned to the classification.