



ALABAMA COMMUNITY COLLEGE SYSTEM

Now Accepting Applications for
**ASSISTANT DIRECTOR OF STRATEGIC
ENROLLMENT MANAGEMENT –
COMMUNICATION**



For consideration, application materials must be received by
March 3, 2022 at 3:00 p.m. CST.

POSITION SUMMARY

The Assistant Director of Strategic Enrollment Management - Communication serves as a member of the Student Success Team at the Alabama Community College System and reports directly to the Director of Strategic Enrollment Management. The Assistant Director of Strategic Enrollment Management - Communication serves as a chief resource for enrollment communication strategies and best practices and provides strategic and operational guidance to ACCS colleges for their enrollment marketing campaigns and communication flows. The Assistant Director of SEM - Communication is expected to cultivate strong working relationships with multiple offices including Admissions, Records, Instruction, Recruitment, Institutional Research, Financial Aid, Marketing, Advising, and all other stakeholders that affect the life cycle of a student across the system. Further, the person in this position is responsible learning and utilizing available software to effectively deliver attractive and compelling marketing messages to various student populations.

PRIMARY RESPONSIBILITIES

- ❖ Work collaboratively with ACCS colleges to develop multi-channel communication plans that advance growth in student enrollment and retention.
- ❖ Collaborate with offices that impact the life cycle of a student including, but not limited to, Admissions, Recruitment, Records, Instruction, Institutional research, Financial Aid, Marketing, Advising, and all other stakeholders to create and deliver attractive, relevant communication to appropriate audiences.
- ❖ Assist colleges with maximizing effectiveness of various campaigns by studying and interpreting key performance indicators of outbound communication flows.
- ❖ Utilize available software to assist colleges in identifying the audiences to whom enrollment marketing material should be targeted.
- ❖ Work collaboratively with ACCS colleges to coordinate and provide training in enrollment communication strategy, emerging communication technology, and industry standards.
- ❖ Conduct, at a minimum, monthly calls, face-to-face meetings, and/or video conferencing with appropriate institutional staff to check on milestones and progress with enrollment communication planning.
- ❖ Serve as a chief resource for enrollment communication strategies and best practices.

SECONDARY RESPONSIBILITIES

- ❖ Remain active in professional associations related to job duties and stay abreast of federal and state policies that may impact ACCS institutions.
- ❖ Serve on systemwide committees, task forces, or special assignment groups as appointed by the Chancellor, Vice Chancellor for Student Success, or Director of Strategic Enrollment Management.
- ❖ Prepare reports relating to systemwide accomplishments in areas of assigned responsibility.
- ❖ Work collaboratively with other divisions in ACCS office.
- ❖ Perform other duties as assigned.

QUALIFICATIONS

REQUIRED

- ❖ Bachelor's degree from a regionally accredited institution.
- ❖ Three (3) years of relevant experience in an education / marketing / communication setting.
- ❖ Enrollment communication experience.
- ❖ Experience with college recruitment / admissions practices.
- ❖ Ability to analyze problems and identify alternative solutions.
- ❖ Ability to conceptualize and interpret policies, practices, and procedures which support and enhance the mission, role, and scope of the Alabama Community College System.

PREFERRED

- ❖ Master's degree from a regionally accredited college or institution.
- ❖ Five (5) years of relevant experience working in an education / marketing / communication setting.



Application Procedure:

Applicants must submit a current résumé, a completed System application form (available online at www.accs.edu), a letter of interest describing qualifications, a separate list of three professional references with contact information, and a copy of unofficial transcripts indicating degree and date conferred. Applications will be accepted by e-mail (charlene.finkelstein@accs.edu), postal mail, or hand delivery. **INCOMPLETE APPLICATION PACKETS WILL BE DISQUALIFIED. PLEASE DO NOT STAPLE DOCUMENTS.**

An application form may be downloaded at www.accs.edu. Complete application packets must be received no later than 3:00 p.m. CST on March 3, 2022. For additional information contact Nikita Payne at 334-293-4603 or nikita.payne@accs.edu or Charlene Finkelstein at 334-293-4628 or charlene.finkelstein@accs.edu.

Please mail applications to:

Alabama Community College System
Human Resources Dept.
Attn: Ms. Charlene Finkelstein
P. O. Box 302130
Montgomery, AL 36130-2130

(Application materials may be delivered in person (in a sealed envelope) to 135 S. Union Street).

Salary range is \$62,600 - \$90,800 dependent upon qualifications and experience.

The Alabama Community College System is an equal opportunity employer. It is the policy of the Alabama Community College System, including all postsecondary community and technical colleges under the control of the Alabama Community College System Board of Trustees, that no employee or applicant for employment or promotion, on the basis of any impermissible criterion or characteristic including, without limitation, race, color, national origin, religion, marital status, disability, sex, age, or any other protected class as defined by federal and state law, shall be excluded from participation in, be denied the benefits of, or be subjected to discrimination under any program, activity, or employment.

Any offer of employment is contingent upon a satisfactory criminal background investigation. This employer participates in E-Verify.

The Alabama Community College System reserves the right to withdraw this job announcement at any time prior to the awarding.