



**Bemidji State University and Northwest Technical College
invite applications for the position of:
Director of Enrollment and Marketing**

MMA JOB POSTING

***** POSTING EXTENDED *****

CLASSIFICATION: MnSCU Supervisor 2 (PCN 01124599)

OPENING DATE: September 9, 2019

CLOSING DATE: Open until filled - review of applications will begin on October 23rd

POSITION LOCATION: Northwest Technical College

POSITION PURPOSE:

This position exists to develop, lead, and execute admissions, recruitment, and enrollment strategies that result in the achievement of institutional enrollment goals, while ensuring all American Association of Collegiate Registrars and Admissions Officers (AACRAO) and Minnesota State policies and procedures are followed. This person provides leadership and direction of marketing and communication related to recruitment and retention, as well as the development and management of program recruitment plans.

This person directs and manages all processes and supervises the staff directly related to the admissions, financial aid, and registration areas of the college, as well as provides leadership and direction in the development and implementation of a comprehensive recruitment plan that optimizes recruiting, admissions, enrollment, retention, and graduation rates of all students.

PRINCIPLE RESPONSIBILITIES AND RESULTS

1. Provide supervision and direction of the college-wide admissions department. Plan, implement, manage and direct all functions to ensure potential and current students have the information needed to have a smooth and accurate enrollment experience.
 - a) Develop, organize and manage annual enrollment plan that reaches all target student populations and maximizes NTC's market share.
 - b) Oversee, lead and direct the admissions activities including, but not limited to:
 - i. Strategic planning and implementation of annual admissions strategies.
 - ii. Serve as Admissions Director for the college and attend system meetings.
 - iii. Serve as the Primary Designated School Official (PDSO) for the college (primary international college student contact), including all SEVIS reporting requirements as outlined in Immigration and Naturalization Service's policies and procedures.
 - iv. Serve as the lead for PSEO Admissions and College in the High School enrollment.
 - v. Supervise the planning and implementation of special events related to admissions and enrollment such as open houses, career expos, campus visits, area counselor meetings, and college in the high school meetings.
 - c) Oversee the creation and management of program recruitment plans.
 - d) Oversee the processes and procedures for the creation and distribution of student inquiry and applicant data and information, i.e. Customer Relations Management (CRM) system, as aligned with technical support in Admissions at BSU.

- e) Research, plan and direct the implementation of new technologies that advance recruitment and enrollment practices.
- f) Collaborate with the Coordinator of School and Industry Partnerships on enrollment strategies.
- g) Collaborate with the Student Success Director to optimize retention and graduation rates of all students.
- h) Work closely with administration on the management of enrollment and admission issues; take an active role in college crisis management strategies.
- i) Foster and coordinate cooperation of the departments with other student affairs departments, faculty, customized training services, and administration.
- j) Represent the college with community and educational organizations. Activities include public speaking, representing the College as a member of various task forces, committees, and work groups.
- k) Develop and maintain good working relationships with local media, area service clubs, business and industry, the Foundation, and other constituents that have an interest or stake in the college.
- l) Perform advising duties as needed.
- m) Other duties as assigned

Priority: Essential **Percent of Time: 25%**

2. Plan, implement, and manage all marketing and communication functions to ensure potential and current students have the information needed to make an informed decision to enroll at NTC.

- a. Collaborate with the Office of Communications and Marketing to plan, organize, and manage marketing and communication that supports enrollment and retention.
- b. Oversee, lead and direct communication activities related to recruitment and retention, including, but not limited to:
 - i. Work with program faculty to gather information for program marketing sheets.
 - ii. Work with marketing team on layout, design, and production of advertising, promotional materials, and college publications, including program marketing sheets.
 - iii. Work with marketing team on layout, design, production, and coordination of direct mail campaigns, email campaigns, digital marketing, social media and digital signage.
 - iv. Work with marketing team on advertising specialty items (pens, folders, clothing, etc.)
- c. Oversee and manage the college website for admissions, records, and financial aid. Collaborate with Director of Financial Aid and Registrar to ensure accurate webpages.

Priority: Essential **Percent of Time: 35%**

3. Supervision and evaluation of the daily operations of the NTC Admissions, Records, and Financial Aid Offices and staff, exercising supervisory authority to employees to effectively perform assigned job duties to achieve the annual office objectives.

- a. Lead, supervise, and direct department personnel, including but not limited to hiring, coaching and developing, promoting, rewarding, assigning and reviewing work, directing work, approving transfers, disciplining, suspending, discharging, and adjusting grievances to ensure that staff are skilled and available as needed.
- b. Projects are staffed correctly to meet objectives, deadlines and stay within budget, collective bargaining agreements and Minnesota State policies and procedures are implemented and appropriately enforced, all employment laws and regulations are implemented and enforced, and all employees and applicants receive equitable treatment.
- c. Maintain currency on language in the Affirmative Action Plan and perform specific duties as may be assigned in the Plan.
- d. Collaborate and coordinate with Director of Financial Aid and Registrar to ensure effective daily operations. The Director of Financial Aid and Registrar will develop work plans and priorities for their respective departments.

Priority: Essential **Percent of Time: 30%**

4. Oversee, lead, and direct annual administrative activities in the areas of budget, policy, procedures, research, and assessment.

- a. Develop policy and procedures to ensure the successful operation of the department, activities and services.
- b. Review, analyze and incorporate research into decision making and planning; utilize the following resources: marketing surveys, demographic information, student exit survey, Minnesota State research, media rating systems and other marketing research tools.
- c. Plan, lead, and manage all assessment activities including identification of assessment methods, analysis of results, and implementing recommendation to ensure a culture of continuous improvement.
- d. Prepare and manage biennial and annual budgets and justification ensuring staff, equipment and supply budgets are set, monitored and adjusted as needed to meet the needs of the departments.

Priority: Essential

Percent of Time:

10%

*Priority: Essential=if responsibility is reason job exists, is a highly specialized task or one that requires special education or training licensure, requires a great % of time, has a high level of accountability (consequences are considerable to others or the institution if failure to perform), the responsibility is essential; Secondary=if not essential, then responsibility is secondary; **Discretion (optional):** A=Employee investigates situations, makes decisions, takes appropriate action reports by exception and through normal review processes; B=...reports to supervisor immediately after action is taken; C=...makes decisions with supervisor....reports to supervisor immediately after action is taken; D=Employee discusses situations with supervisor before investigation, makes decisions with supervisor, takes appropriate action, and reports to supervisor immediately after action is taken.*

MINIMUM QUALIFICATIONS: (To facilitate proper crediting, please ensure that your application and/or resume clearly demonstrate fulfillment of the following minimum qualifications.)

- Bachelor's degree.
- One or more years of supervisory experience.
- Three or more years of experience working in Student Affairs
- Knowledge in strategic enrollment management and planning within higher education.
- Knowledge of customer relationships management (CRM) or related software.
- Knowledge of communications and marketing related to recruitment and retention.

PREFERRED QUALIFICATIONS:

- Master's degree
- Background in Technical Education
- Knowledge of College policies, programs and curriculum, sufficient to write College documents.
- Public speaking experience preferred.
- The applicant should demonstrate a knowledge of and interest in diverse cultures and populations.

PHYSICAL FACTORS:

Constant: Sitting; near vision; and hearing.

Occasional: Carrying; crouching; kneeling; lifting above waist to chest and below waist; reaching; simple grasp; squatting; standing; walking; color vision; visual accommodation; and talking.

Application Process - Apply for **Vacancy Posting 35428**, on the Minnesota Management and Budget website:

<http://mn.gov/mmb/careers/>

If you are unable to apply online, please contact the job information line at 651.259.3637

For additional information about the application process, go to <http://www.mn.gov/careers>

If you have general questions about this posting contact Teresa Hanson at teresa.hanson@bemidjistate.edu.

If you have questions about the position, contact Michelle Frenzel at Michelle.Frenzel@bemidjistate.edu.

All employees must comply with department and institution procedures and policies, MnState policies and procedures, as well as local, state and federal laws, regulations, guidelines and business and industry standards.

This description is intended to indicate the kinds of tasks and level of work difficulty required of the position. It is not intended to limit or modify the right of any supervisor to assign, direct and control the work of employees under his/her supervision. The use of a particular expression or illustration describing duties shall not be held to exclude other duties not mentioned that are of similar level of difficulty. In accordance with the Minnesota State Colleges and Universities (MnState) Vehicle Fleet Safety Program, employees driving on university or college business, when using a rental or state vehicle, shall be required a Vehicle Use Agreement form and consent to a Motor Vehicle Records check annually.

UNIVERSITY/COMMUNITY: Northwest Technical College is in Bemidji Minnesota in Northern Minnesota. The greater Bemidji community has a population of 25,000 and serves as a regional center for education, commerce, recreation, health care, and the arts. Bemidji State University, a partner institution, and Northwest Technical College welcome 6,000 students annually. Northwest Tech offers hands on learning in Business, Health Care, Manufacturing, Transportation, and General Education. As a partner in Distance Minnesota, the College is engaged in innovative distance education with most its programs offered online in addition to on campus. Northwest Technical College is a member of the Minnesota State Colleges and Universities System (MnState) <http://www.mnscu.edu>. To learn more about the student-centered environment at Northwest Technical College, visit: www.ntcmn.edu.

WHY BEMIDJI:

In this Northwoods setting, students, staff, and faculty have a variety of activities at their fingertips. Possessing all the charm and character of a college town, Bemidji remains a tight-knit community of good neighbors and engaged citizens. While the city of Bemidji — named after the Ojibwe Chief Shaynowishkung (nicknamed Bemidji) — is home to a diverse population of more than 15,000 people, it serves a regional population of more than 100,000.

Located between three American Indian reservations – Leech Lake, Red Lake and White Earth, students have an opportunity to experience a dynamic local culture and history. Bemidji also sits at the center of the legends of Paul Bunyan and Babe the Blue Ox. The famous statues of Paul and Babe greet students as they drive along Lake Bemidji.

Though quaint and historic, the city offers the urban conveniences upon which college students rely. Northwest Technical College is conveniently located minutes away from affordable restaurants, cozy coffee shops, grocery stores, city parks and more. Small, locally owned shops and art sculptures line the streets of downtown Bemidji, while national chains can be found in and around the Bemidji area, including an uptown selection of department stores and restaurants.

The thriving downtown community presents ample opportunities for engagement off-campus. Among other things, there are fine-dining restaurants, cafes, and a natural foods co-op in downtown Bemidji. The historic Paul Bunyan Playhouse has a calendar of classic shows; restaurants and lounges offer weekly live music performances; the First Friday Art Walk provides a tour of new monthly art exhibits; and annual events such as the Loop the Lake Festival, the Dragon Boat Festival, the Blue Ox Marathon, Bemidji Winterfest, and The Minnesota Finlandia bring the community together.

For those who love the outdoors, there are wooded, multi-use trail systems within minutes of campus and community parks with walking trails, playgrounds and a skate park. Lake Bemidji State Park and its miles of navigable trails is located directly across the lake from BSU, and the Buena Vista Ski Area — just 12 miles north of town — offers downhill skiing and BSU-sponsored student transportation in the winter months. Further, the Mississippi River Headwaters is a mere 45 minutes from Bemidji.

Review a "special report on how this former lumber town has rebuilt itself as a high-speed, regional center of enterprise" at [Bemidji 2.0](#)

Northwest Technical College is an Affirmative Action Equal Opportunity Employer and Educator. This document is available in alternative formats to individuals with disabilities. Consumers with hearing or speech disabilities may contact us via their preferred Telecommunications Relay Service.
