Enrollment Director

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Job Title Enrollment Director

Job ID 32044

Location LaGuardia Community College

Full/Part Time Full-Time

Regular/Temporary Regular

POSITION DETAILS

Founded in 1971 in Long Island City, Queens, LaGuardia Community College is one of seven community colleges of the City University of New York (CUNY). LaGuardia offers more than sixty associate degree programs and more than fifty workforce training, ESOL, GED, and pre-college programs. In 2023, LaGuardia served approximately 24,000 students. More than one-third of LaGuardia's degree-seeking students are born outside the United States; they come from 136 countries and speak 43 heritage languages. Sixty percent are first-generation college students.

Virtually all LaGuardia students are ethnic minorities (89 percent), 58 percent are women, 27 percent are over the age of 25. Forty-six percent of associate degree students are Hispanic. Upon graduation most students transfer to four-year colleges, typically in CUNY, to complete

their baccalaureate degrees. Graduates of career programs such as Nursing, Computer Technology, and Veterinary Technology enter the workforce. LaGuardia ranked fifth among U.S. community colleges in economic mobility – moving low-income students into the middle class and beyond – in studies by Stanford University (2017) and the Brookings Institution (2020). Please visit www.laguardia.edu to learn more.

The Director of Enrollment Management Strategy will direct all initiatives within the division of enrollment management related to strategic approach to enrollment markets, collaborating with the college communications and marketing team to execute campaigns. This position is a key contributor to the college's implementation of its enrollment strategy. This position leads targeted and data-driven campaigns, to increase enrollment across all degree seeking student populations—while focused on improving the yield at every stage of the enrollment funnel, from influencing the prospective student experience through support of the offices within the division of enrollment management and their continuing student needs.

Reporting to the Vice President for Enrollment Management, this role combines strategic vision with tactical execution, leveraging existing and emerging CRM capabilities to optimize market saturation efforts in the recruitment and admissions space, as well as to influence enhance operational efficiency, and drive measurable enrollment growth.

The Director of Enrollment Management Strategy is responsible for:

Strategic Market Assessment

- In collaboration with the college marketing and communications team, develops and executes enrollment plans to address targeted market needs that align with strategic enrollment goals
- Analyzes enrollment funnel metrics and market research to identify opportunities and barriers in the student recruitment journey
- Provides strategic counsel to the Vice President for Enrollment Management on market trends, competitive positioning, and emerging recruitment strategies
- Chief liaison within the Division of Enrollment Management (e.g. admissions, financial aid, enrollment services) to college-wide marketing and external affairs division, to ensure integrated, student-centered enrollment marketing

Enrollment Communications/Operations

- Leverages Slate CRM advanced features for predictive modeling, automated communication workflows, and personalized student engagement
- Ensures that CRM market segments are managed and tracked daily with the goal of optimizing performance.
- Manages staff of enrollment coordinators to support needs of Enrollment Management division

Campaign Development and Execution

- Works in collaboration with the college communications and marketing team to ensure that all market segments have active campaigns
- Creates specialized campaigns for adult learners, emphasizing flexible scheduling, credit for prior learning, and financial support options
- Develops ACE-to-degree pathway campaigns that clearly communicates transition opportunities and support services

Enrollment Market Analytics

- Measures impact of enrollment campaigns at every stage of enrollment funnel
- Implement tracking, attribution modeling, and ROI analysis for all enrollment markets
- Utilizes predictive analytics to inform targeting, messaging, and resource allocation decisions to inform collaborations with the college communication and marketing team
- Establishes dashboards and reporting mechanisms to communicate marketing performance to division leadership as needed

Student Experience and Recruitment Funnel Optimization

- Leads efforts to simplify and shorten the application-to-registration process through clear, timely, and supportive communications
- Builds a 'Student Experience Mindset' into all marketing touchpoints, seeing LaGuardia through prospective students' eyes
- Develops welcome and yield campaigns that increase conversion from admission to enrollment

* Create onboarding communications that support student transition and early engagement

QUALIFICATIONS

Bachelor's Degree and eight years' related experience required.

PREFERRED QUALIFICATIONS

- Bachelor's degree in Marketing, Business Administration, Communications, Higher Education Administration, or related field and minimum eight years of professional experience.
- Demonstrated success managing enrollment communications or marketing campaigns with measurable enrollment outcomes
- Expert knowledge of digital marketing platforms, marketing analytics, and CRM systems
- Strong project management skills with ability to manage multiple complex initiatives simultaneously

- Excellent written and verbal communication skills, with ability to craft compelling messages for highly segmented and diverse audiences
- Demonstrated commitment to inclusive excellence in marketing practices
- Data-driven decision-making approach with strong analytical capabilities
- Strong managerial experience in a educational setting
- Experience in community college or urban public higher education settings
- Knowledge of Higher Education student information systems (Peoplesoft a plus)
- Knowledge of SLATE CRM
- Experience marketing to adult learners and diverse, first-generation college student populations
- Experience leveraging AI tools and emerging technologies in enrollment marketing contexts

CUNY TITLE OVERVIEW

Directs a College Enrollment Management function.

- Designs, implements and executes an enrollment management plan through research and analysis of enrollment issues, trends, and models; provides leadership in advancing the College's enrollment goals
- Develops strategic plans, establishes methods to implement initiatives, measures outcomes and monitors progress to achieve enrollment targets
- Partners with appropriate College units to apply coordinated enrollment and retention plans which provide services to students and applicants in an efficient and effective manner
- Administers data analyses and reports development related to critical enrollment issues; presents results to facilitate executive decision making
- Oversees department budget and advises on allocation of College funds regarding enrollment efforts across other units
- Manages professional and clerical staff
- Performs related duties as assigned.

Job Title Name: Enrollment Director

CUNY TITLE

Higher Education Officer

FLSA

Exempt

COMPENSATION AND BENEFITS

$91,878 - $136,546

Salary commensurate with education and experience.

CUNY's benefits contribute significantly to total compensation, supporting health and wellness, financial well-being, and professional development. We offer a range of health plans, competitive retirement/pension benefits and savings plans, tuition waivers for CUNY graduate study and generous paid time off. Our staff also benefits from the extensive academic, arts, and athletic programs on our campuses and the opportunity to participate in a lively, diverse academic community in one of the greatest cities in the world.

HOW TO APPLY

Visit www.cuny.edu, access the employment page, log in or create a new user account, and search for this vacancy using the Job ID or Title. Select "Apply Now" and provide the requested information.

Candidates must attach a resume, cover letter, and three professional references (name, title, organization, and contact information).

CLOSING DATE

May 16th,2026 (Extended)

JOB SEARCH CATEGORY

CUNY Job Posting: Managerial/Professional

EQUAL EMPLOYMENT OPPORTUNITY

CUNY encourages people with disabilities, minorities, veterans and women to apply. At CUNY, Italian Americans are also included among our protected groups. Applicants and employees will not be discriminated against on the basis of any legally protected category, including sexual orientation or gender identity. EEO/AA/Vet/Disability Employer.