ENROLLMENT MANAGEMENT OFFICER FOR URBAN SCHOLARS AND HONORS COLLEGE RECRUITMENT

Location:
Dallas, Texas
Position may go remote after an initial 12-18-month immersion period

Deadline to Apply:
Rolling

About Paul Quinn College
Paul Quinn College (PQC) has been widely recognized as one of the most innovative small colleges in America. Founded in 1872, by a group of African Methodist Episcopal Church preachers, PQC is a private, four-year, faith-based, liberal arts-inspired Historically Black College. Located in southern Dallas, we proudly educate students of all races and socio-economic classes under the banner of our institutional ethos, WE over Me. Guided by our mission to create servant leaders and agents of change for the global marketplace, we are committed to providing a quality education that addresses the academic, professional, and social development of students.

By focusing on academic rigor, experiential learning, and entrepreneurship PQC has become a model for urban higher education. As the ninth federally-funded Work College in the nation and the first Urban Work College in history (first-ever minority-serving institution (MSI), historically black college, and Texas-based institution), all PQC residential students are required to work 12-15 hours per week in addition to managing their academic course load. As a Work College, PQC provides students with the unique opportunity to spend their college career gaining real world work experience while paying less than $15,000 per year for tuition, fees, room, and board. The vision of the Work College Program is to transform ability into action and potential into achievement by encouraging all students to embrace the ideals of disciplined work, servant leadership, and initiative in preparation for lives of financial freedom, community engagement, and outstanding character.

The Urban Work College model not only makes PQC a unique post-secondary institution, but it is also of material importance for our students given that every year 80 - 85 percent of them are eligible for Pell Grants. Additionally, because our students come from families where long-term unemployment and under-employment is prevalent, our work program provides them with the type of internship experience that they have historically been denied.
Under President Michael J. Sorrell’s leadership, Paul Quinn has become one of the most innovative and respected small colleges in the nation. Fortune magazine recognized President Sorrell’s work and the College’s transformation by naming him one of the World’s 50 Greatest Leaders. President Sorrell is also a three-time award winner of HBCU Male President of the Year by HBCU Digest and was named by Time Magazine as one of the “31 People Changing the South.”

For more information about Paul Quinn College, please visit https://pqc-edu.squarespace.com/whoweare

Position Overview
Paul Quinn College seeks a broadly experienced enrollment management specialist with strong leadership skills, long-term vision, and a strategic approach to enrollment management. Reporting directly to the President, the Enrollment Management Officer for Urban Scholars and Honors College Recruitment (EM Officer) will contribute to Paul Quinn’s recruitment efforts to build a robust, well-qualified, and diverse pipeline of applicants for the Urban Scholars Program and the Honors College. The EM Officer will be primarily responsible for (1) developing, articulating, and implementing a comprehensive strategic enrollment management plan focused on the recruitment, admissions, and retention of qualified, high-achieving students; (2) developing relationships and corresponding with school counselors, school leadership teams, and prospective students; (3) leading our strategy to grow enrollment of talented work-ready student leaders who share values of excellence, and embrace our WE/Me ethos; and (4) coordinating campaigns, leading information-session, and managing all relationships with the goal of stewarding interested applicants into our admissions process who are strongly aligned with our institutional outcomes.

The EM Officer will collaborate closely with the President, senior staff, as well as an external recruitment consulting agency to implement enrollment strategies to meet strategic institutional priorities and goals. The person best suited for this role will bring significant energy, customer service orientation, an entrepreneurial spirit, and possess excellent execution, managerial, analytical, communication, and interpersonal skills. The EM Officer should be a change agent who has energy, confidence, and is willing to work hard in order to meet institutional goals and objectives. It is critical that the EM Officer has had verifiable success working with people from diverse backgrounds.

Essential Duties and Responsibilities
The essential duties and responsibilities for the Enrollment Management Officer for Urban Scholars and Honors College Recruitment are as follows:

Recruitment
- Direct, plan, and coordinate Urban Scholars and Honor College enrollment initiatives.
• In partnership with the recruitment team, develop and implement a recruitment plan to effectively build a strong pipeline of prospective high-achieving students for each class.
• Build and maintain relationships with local, regional, and national schools and organizations that work with prospective students to increase the pipeline of interested qualified candidates.
• Organize and participate in recruitment events specifically geared towards attracting high-achieving students.

Data-Drive Strategy and Document Management
• Possess an advanced understanding of personalized and systematic student recruitment strategies and the use of technology, especially as it relates to systems integration.
• Leverage experience with various SIS and CRM systems to best support data collection and management within Enrollment Management and across other departments; prior experience with CAMS preferred.
• Identify emerging markets to attract academically talented and diverse students.
• Work with the Office of Financial aid to deliver competitive aid packages, pricing philosophies and strategies to leverage financial aid and scholarships to achieve enrollment goals.
• Enter data, manage reports, and ensure data integrity.
• Track daily and weekly progress towards recruitment-related goals.

Relationship Building
• Collaborate with our enrollment management firm to shape and yield incoming classes.
• Build and strengthen relationships with internal and external partners to grow prospective student interest.
• Work closely with institutional partners to promote PQC’s brand, identify opportunities to effectively tell the story of the institution, and suggest sound strategies to deliver those messages in an impactful way to prospects.
• Advance PQC’s academic offerings in partnership with faculty, deans and administration.
• Enhance student retention by understanding the success of current students and collaborating with key partners at PQC.
• Political acumen; ability to work well and build relationships with a wide range of internal and external partners.

Other duties as assigned.

Required Qualifications
• Minimum of 2-5 years of experience in recruitment.
• Bachelor’s degree required; master’s degree preferred.
• Proven experience positively changing the trajectory of an institution.
• Excellent speaking, writing, and interpersonal communication skills with demonstrated ability to interact effectively and fluently with a diverse student population.
• Available for occasional weekend and/or evening events
• Experience working with external stakeholders; experience with admissions is a plus.
• Life-long learner who understands best practices, demographic trends and the competitive landscape in higher education.
• Knowledge and proficiency in using data to drive effective program development, marketing, recruitment, admission, and student retention.
• Appreciation for a transformative college experience.
• Ability to bring personalization to recruitment efforts through staff strengths and effective use of technology.
• Significant knowledge of the goals and mission of PQC as they relate to academic preparation, recruitment, and advanced-standing admission.
• Enrollment planning/management, statistics, quantitative analysis and research methodology.
• Knowledgeable about large, complex computer systems, technology and information management.

How to Apply
Please submit your completed application, cover letter, and resume to careers@pqc.edu.