

JOB TITLE: Enrollment Specialist
PAY GRADE: CL 20
LAST REVISED: July 2025

*Job Descriptions/Class Specifications are intended to present a descriptive list of the range of duties performed by employees in the job and are **not** intended to reflect all duties performed within the job.*

Sierra College has a strong commitment to the achievement of equity and inclusion among its faculty, staff, and students and values the rich, diverse backgrounds that make up the campus community. A strong candidate for this position must have the understanding and ability to successfully support individuals with varying backgrounds. This includes persons with disabilities, various gender identities and sexual orientations, as well as individuals from historically underrepresented communities and other groups. Our District is committed to providing strategies for success and proactive student-centered practices and policies focused on eliminating equity gaps to ensure the District provides an inclusive educational and employment environment focused on strategies for success and equitable outcomes for all.

SUMMARY DESCRIPTION

Under general supervision from assigned manager, supports the enrollment efforts of the District, including, but not limited to, outreach, recruitment, and onboarding for students; provides case management of prospective students and currently enrolled high school students.

REPRESENTATIVE DUTIES

The following duties are typical for this classification. Incumbents may not perform all of the listed duties and/or may be required to perform additional or different duties from those set forth below to address business needs and changing business practices.

1. Develops and implements methods and procedures to optimize equitable access and effective delivery of college and financial aid services to potential students, parents, and the public.
2. Provides information, guidance, and referrals to potential students, parents, and the public on navigating District programs, procedures, and resources; assists in the development and facilitation of onboarding activities including admissions and financial aid applications, placement, career and academic planning, pre-registration questionnaires, and registration through site visits, virtual and in-person office hours, workshops, and student case management; collaborates and partners with student service departments and high school transitions counselors to support onboarding efforts of high school students, and new and returning students.
3. Coordinates and executes in-person and virtual college nights, informational presentations, orientations, and off-campus events for K-12 students, adult learners, parents, and the public; leads or supports campus tours, presentations, and on-campus events; represents the District at local high school, university, and community events.
4. Recommends, implements, and maintains processes, policies, and best practices for outreach, enrollment campaigns and efforts, including web content, forms, database data entry and processing, and case management from application through registration.
5. Updates, audits, and maintains databases; utilizes data to support and inform efforts; tracks student contact to monitor services and enrollment support; collects, compiles, and performs moderately complex analysis related to statistical, demographic, and regional data for reports and presentations.
6. Collaborates with inter-departmental teams to assess and strategize site needs to efficiently manage student case load.
7. Serves as a liaison for workforce development and community partners; develops and maintains relationships to maximize opportunities for outreach, collaboration, and partnerships; leads onboarding and case management of students for these programs.
8. Promotes and supports District equity goals and efforts by implementing strategies to increase access and assistance, identifying and reducing onboarding barriers, and connecting students and families to resources and services.

9. Contributes to marketing and promotional materials for District outreach efforts; creates and edits presentations and videos on a variety of media platforms.
10. Provides instructions and support for student-facing application and learning management platforms.
11. Participates in the development and strategic utilization of outreach and recruitment program budgets.
12. Communicates with District and college administrators and support personnel, representatives of federal and state agencies, educational institutions, counselors, and others, as directed, to coordinate programs and activities and provide data summaries, reports, and presentations.
13. Provides onboarding support, general work training, guidance, supervision assistance, and directs activities of students or temporary employees.
14. Performs related duties that support the overall objective of the position.

QUALIFICATIONS

The following generally describes the knowledge and ability required to enter the job and/or be learned within a short period of time in order to successfully perform the assigned duties.

Knowledge of:

- Principles, procedures, strategies, and techniques used in enrollment services, including outreach, recruitment, and onboarding.
- Sierra College and operations of student services offices, including Financial Aid and Admissions and Records.
- Methods to successfully support individuals with varying backgrounds that include persons with disabilities, diverse gender identities and sexual orientations, individuals from historically underrepresented communities, and other groups.
- Equitable practices for access and support for undocumented and historically underrepresented students.
- Federal, state, and local laws, codes, and regulations regarding community college admissions and records and support of students, including, but not limited to, the Family Educational Rights and Privacy Act (FERPA) and the Americans with Disabilities Act (ADA).
- Principles and practices of public information and speaking, community relations, and marketing.
- English usage, grammar, spelling, punctuation, and vocabulary, including proofreading, copy writing, editing, and formatting technique.

Ability to:

- Perform duties to support enrollment services and activities, including outreach, recruitment, and onboarding.
- Communicate enrollment concepts and processes to District staff, students, parents, and the public.
- Create and deliver presentations to groups.
- Apply an equity-minded framework and ensure programs, services, and processes meet the needs of students from diverse backgrounds and situations.
- Collect, compile, and analyze detailed data related to assigned functions.
- Plan and organize work to meet changing priorities and deadlines.
- Perform basic record keeping functions.
- Utilize office procedures, methods, and equipment, including computers, technology, and applicable software applications sufficiently to perform the duties of the classification.
- Maintain confidentiality of information.
- Follow oral and written directions.
- Communicate clearly and concisely, both orally and in writing.
- Provide onboarding support, general work training, guidance, supervision assistance, and direct activities of students or temporary employees.
- Establish and maintain effective working relationships with those contacted in the course of work.
- Work independently and collaboratively.
- Apply District policies and procedures.

EDUCATION AND EXPERIENCE GUIDELINES

Any combination of education and experience that demonstrates the required above knowledge and abilities is qualifying. Examples of ways to obtain the above knowledge and abilities could include, but are not limited to, the following:

Education/Training

- Two years of college with major course work in communications, social sciences, liberal studies, education, counseling, or a related field.

Experience

- Two years of increasingly responsible administrative and programmatic experience supporting outreach, recruitment, enrollment, onboarding, or other related experience.

License/Certificate - Possession of, or ability to obtain within a reasonable timeframe, each of the following:

- Valid California Driver's License.

PHYSICAL DEMANDS AND WORKING ENVIRONMENT

The conditions herein are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential job functions.

Environment: Work is performed primarily in a standard office setting. Position may be required to work evenings, nights, and weekends.

Physical: Primary functions require sufficient physical ability and mobility to work in an office setting; to stand or sit for prolonged periods of time; to occasionally walk, stoop, bend, kneel, crouch, reach, and twist; to lift, carry, push, and/or pull light to moderate amounts of weight; to operate office equipment requiring repetitive hand movement and fine coordination, including use of a computer keyboard; and to verbally communicate to exchange information.

Vision: See in the normal visual range with or without correction; vision sufficient to read computer screens and printed documents; and to operate assigned equipment.

Hearing: Hear in the normal audio range with or without correction.

Board Approved: July 15, 2025