

# HUBBARD COLLEGE OF ADMINISTRATION OF TAMPA BAY

**Job Description:** College Outreach and Enrollment Coordinator  
**Organization:** Hubbard College of Administration of Tampa Bay, Inc.  
**Office:** 630 Chestnut Street | Clearwater, FL 33756 | [www.hcatampabay.org](http://www.hcatampabay.org)  
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## Summary of Position:

Under the direction and supervision of the Director of Enrollment, the College Outreach and Enrollment Coordinator plays a critical role in promoting the institution's programs, increasing awareness of the College, and recruiting and enrolling prospective students. This position is responsible for developing and implementing outreach initiatives, managing recruitment events, and guiding prospective students through the enrollment process to ensure they successfully transition into the College environment. The College Outreach and Enrollment Coordinator will work closely with prospective students, feeder schools, employers, community organizations, and other partners to build strong relationships, drive enrollment growth, and provide exceptional service to prospective students and their families.

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## Key Responsibilities

- Outreach and Recruitment
  - Develop, implement, and manage outreach strategies to attract prospective students from varying backgrounds.
  - Build and maintain relationships with prospective students, high schools, community colleges, businesses, employers, community-based organizations, and other stakeholders.
  - Coordinate and attend recruitment events, including college fairs, school visits, information sessions, and open houses.
  - Host College events to showcase the College's programs and services.
  - Represent the College at local and regional events to increase visibility and attract new students.
  - Track and analyze outreach data to evaluate the effectiveness of recruitment efforts and refine strategies.
  - Serve as the primary point of contact for prospective students, families, school advisors/counselors, employers, etc., regarding enrollment information and college programs.
- Enrollment and Application Support
  - Assist prospective students with the application process, including guiding them through requirements, deadlines, and supporting documentation.
  - Provide personalized advisement to students and families, offering guidance on admissions, scholarships and program selection.
  - Maintain accurate records of prospective student interactions and progress through the enrollment pipeline.
  - Collaborate with academic departments, the Office of Advancement and Support, and other student services teams to ensure seamless communication and a smooth enrollment process.
- Data Management, Reporting and Compliance
  - Collect and maintain data on prospective students and recruitment activities using CRM or other software systems.
  - Generate reports on outreach and enrollment metrics, analyzing trends and identifying areas for improvement.
  - Ensures that recruitment and enrollment practices comply with relevant laws, regulations and accreditation standards.
- Program Development and Marketing
  - Collaborate with the marketing and communications team to create promotional materials, social media content, and email campaigns to engage prospective students.
  - Contribute ideas and insights for new strategies to enhance recruitment and outreach efforts.

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- Participate in the development of promotional brochures, newsletters, and other communication tools to enhance the college's visibility and brand.
  - Collaboration and Teamwork
    - Collaborate with other departments and staff, including academic advisors, faculty and student services personnel to ensure a cohesive and supportive experience for prospective students.
    - Work closely with the Director of Enrollment to align outreach and enrollment strategies with institutional goals and plans, and in coordination with board policies and administrative procedures.
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## Minimum Qualifications:

### Education and Experience

- Associate degree from an accredited institution in Education, Marketing, Communications, or a related field or a combination of relevant professional training and experience in a related field.
- Minimum of 2-3 years of experience in college admissions, recruitment, student services, or related fields.
- Experience working with diverse student populations.

### Skills and Abilities

- Excellent verbal and written communication skills, including the ability to present to large groups.
- Strong interpersonal and relationship-building skills, with a demonstrated ability to engage students, parents, businesses, employers and school advisors/counselors.
- Proficiency in Microsoft Office Suite (Word, Excel, PowerPoint, Outlook) and experience with CRM or other enrollment management software.
- Strong organizational skills and the ability to manage multiple tasks and deadlines effectively.
- Ability to work independently and as part of a team in a fast-paced environment.
- Knowledge of current trends in higher education recruitment and enrollment.
- Ability to maintain confidentiality and adhere to ethical and legal standards in dealing with student records and sensitive information.
- Ability to work in alignment with College policies and administrative procedures.

### Preferred Qualifications

- Bachelor's degree from an accredited institution in Education, Marketing, Communications, or a related field.
- Familiarity with Blackbaud, Slate, or other enrollment management platforms.
- Experience with digital marketing or social media management for recruitment purposes.
- Minimum of 3-5 years of experience in college admissions, recruitment, student services, or related fields.
- An understanding of the mission of the College and the Hubbard College of Administration Management System.