



VACANCY ANNOUNCEMENT

Position Title: Director of Admissions and Enrollment

Position #: TBA

Position Status: Full-Time

FLSA Status: Exempt

Reports To: Vice President of Student Affairs

This individual will oversee the college's recruitment, admissions, academic advising, testing, and dual enrollment functions while ensuring a student-focused enrollment experience. This position is responsible for the development and execution of a comprehensive strategic enrollment plan aligned with institutional goals to increase student enrollment and retention.

DUTIES AND RESPONSIBILITIES:

1. Oversee day-to-day operations of the Otero College Welcome Center including greeting visitors and prospective students, coordinate campus tours, and developing informative information sessions for recruitment events.
2. Develop and implement a strategic recruitment and admissions plan to attract and enroll a diverse student population.
3. Ensure alignment between recruitment efforts and enrollment goals.
4. Coordinate on-campus and off-campus recruitment events, including Discovery Day, the Otero Arts Festival, and high school engagement initiatives.
5. Develop and manage an annual schedule for attending high school visits, college fairs, and statewide recruitment fairs.
6. Manage daily operations within the Recruit platform, overseeing communication plans and inquiries from prospective students.
7. Oversee the development and execution of marketing and communication strategies in collaboration with the marketing team to enhance student recruitment and outreach.
8. Develop a team that will represent Otero College at statewide and national conferences, college fairs, and community events to increase visibility, recruit potential Otero students, and strengthen partnerships.
9. Analyze recruitment and admissions metrics, including event attendance, application conversion rates, and enrollment trends, to drive data-informed decision-making.

10. Collaborate with academic and administrative leadership to align recruitment strategies with institutional priorities, including program growth, diversity, and student success.
11. Lead the Academic Advising Team, ensuring a proactive and holistic approach to student success and retention.
12. Oversee a dual advising model that enhances student engagement and supports seamless transitions from high school to college.
13. Ensure alignment between advising services and institutional retention goals, improving fall-to-fall retention by at least 1% annually.
14. Train advisors on best practices in student engagement, guided pathways, and case management to optimize student persistence and success.
15. Strengthen partnerships with local high schools, BOCES, and district administrators to enhance concurrent enrollment opportunities by attending partner meetings and performing school visits to discuss strategy with area school administration.
16. Support the EAB Navigate Specialist, leading the implementation and ongoing optimization of the platform to support student retention and academic success.
17. Attend CCCS and CDHE functional meetings as the Otero College representative for admissions, academic advising and recruitment.
18. Perform other duties as assigned.

Contact Human Resources for a complete job description.

MINIMUM QUALIFICATIONS:

- Bachelor's Degree from an accredited institution in education, business management, communications, or related field
- 3 years of experience in higher education admissions, academic advising, enrollment management, recruitment or related areas
- Willingness to work evenings and weekends as needed to support recruitment and enrollment initiatives
- Strong interpersonal, communication, and organizational skills with the ability to engage diverse student populations
- Valid Colorado Driver's License

PREFERRED QUALIFICATIONS:

- Master's Degree from an accredited institution of higher education in education
- Experience with EAB Navigate or similar student success and retention platforms
- Experience with Recruit, or similar student application platforms
- Proficiency in using data analytics to drive enrollment, retention, and recruitment strategies
- Knowledge of dual enrollment policies, academic advising models, and testing coordination
- Demonstrated ability to lead teams and manage multiple departments within a student affairs setting

SALARY:

\$52,000-\$57,000 With an excellent and highly competitive benefits package including PERA retirement, health, vision, dental, life insurance, and annual and sick leave. [Benefit Information](#)
12-month academic year position.

APPLICATION INSTRUCTIONS

For consideration, an applicant's file must contain:

1. Cover letter that addresses the minimum and preferred qualifications
2. Resume
3. Copies of transcripts (A.A., B.A., and M.A.) (Official transcripts requested upon hire) - As part of our commitment to a fair hiring process, we invite you to redact any information from your transcripts that may be confidential/protected under law, including your age, date of birth, or dates of attendance/graduation.
4. Names, addresses, and phone numbers of 3 professional references

APPLICATION DEADLINE

Open Until Filled – priority will be given to applications received by June 11, 2025

POSITION START DATE:

As soon as possible

Submit Application Packet To:

Otero College
Attn: Kelsey Barbee
Director of Human Resources
1802 Colorado Ave
La Junta, CO 81050
FAX: (719) 384-6947

Or Email To: kelsey.barbee@otero.edu

Inquiries May Be Directed To:

Kelsey Barbee
(719) 384-6824

Applicants must submit to and pass a background check before an offer of employment can be extended.

*****Please Note: Otero College is not able to provide sponsorship for applicants who do not currently have the legal right to work in the United States or require transfer of a Visa.*****

*****Must be a resident of the State of Colorado or able to relocate to Colorado prior to the first date of employment. *****

Otero College prohibits all forms of discrimination and harassment including those that violate federal and state law or the State Board for Community Colleges and Occupational Education Board Policy 3-120. The College does not discriminate on the basis of sex/gender, race, color, age, creed, national or ethnic origin, ancestry, physical or mental disability, veteran status or military status, pregnancy status, religion, genetic information, gender identity, gender expression, sexual orientation, or any other protected category under applicable local, state, or federal law (also known as "civil rights laws")

including protection against retaliation and for those opposing discrimination or participating in any grievance process on campus or within the Equal Employment Opportunity Commission or other human rights agencies, in its employment practices or educational programs and activities. Otero recognizes that the quality of instruction and educational opportunities for all are enhanced when the diversity of the community served is represented in the student population and workforce. Otero also recognizes that women, minorities, veterans and individuals with disabilities have been historically underutilized in the higher education workforce.

The College has designated Mike Rager, Director of Civil Rights and Investigations as its EO/TITLE IX COORDINATOR and Kelsey Barbee, Director of Human Resources as its AFFIRMATIVE ACTION (AA), OFFICER with the responsibility to coordinate its civil rights compliance activities and grievance procedures. If you have any questions, please contact Kelsey Barbee, Director of Human Resources at 719-384-6824, kelsey.barbee@otero.edu, or 1802 Colorado Ave. McDivitt Hall RM# 140, La Junta, CO 81050.

You may also contact the Office for Civil Rights, U.S. Department of Education, Region VIII, Federal Office Building, 1244 North Speer Boulevard, Suite 310, Denver, CO 80204, telephone (303) 844-3417.

The Federal Cleary Act (The Student Right to Know and Campus Security Act of 1990) requires all institutions of higher learning to make available to prospective employees the agency's Annual Security Report/Campus Crime Statistics. A paper copy of this report can be obtained at the Student Services Center upon request or at: <http://www.ojc.edu/content/marketing/catalog.pdf>. This report includes statistics for the previous three years concerning crimes that occurred on campus or on property controlled or owned by Otero College, as well as public property within, or immediately adjacent to and accessible from, our campus.

Former employees of the Colorado Community College System or one of its 13 colleges, who were disciplinarily terminated or resigned in lieu of termination, must disclose this information in your application packet

Qualified protected class individuals are encouraged to apply

Otero College must comply with the Immigration Reform and Control Act of 1986. If hired you will be required to provide documents to show your identity and authorization to work. In addition, Colorado fiscal rules require direct deposit for all new employees.

ABOUT OTERO COLLEGE:

Founded in 1941, Otero College is an accredited Hispanic Serving Institution and is a state two-year community college with approximately 1500 students (1250 FTE) made up of traditional, non-traditional and international students. The college is governed by the State Board for Community Colleges and Occupational Education. Otero is located on an attractive 40-acre campus on the southern edge of La Junta, Colorado. The college is a full-service campus with dormitory housing, food service, men's and women's varsity intercollegiate athletics, and state-of-the-art educational technology. The city of La Junta has a population of approximately 8,000 and is located on Highway 50, sixty miles east of Pueblo. The college serves the residents of Otero, Bent, and Crowley counties. This rural geographic area in southeast Colorado is primarily agriculture based and has a population of approximately 33,000 people. Students at Otero can earn degrees in Associate of Arts, Associate of Science, Associate of Applied Science, Associate of General Studies or an Associate Degree in Nursing. Students who wish to pursue vocational occupations will find over a dozen one- and two-year certificate programs available. Career and Technical Education certificate programs at Otero include:

Advanced Ag/Business Management

ABM Financial Analysis
Ag/Business Marketing and Risk Management
ABM Records and Business Planning
Rural Business Entrepreneurship
Cosmetology
Hair Stylist
Nail Technician
Esthetician
Crop Production
Intro to Horticulture
Horticulture
Emergency Medical Technician
EMT Intermediate
Community Health Worker
Law Enforcement Training Academy
Livestock Production
Agriculture Production Management
Artificial Insemination
Nurse Aide
Practical Nursing
Phlebotomy
Oxyacetylene
Welding Fundamentals I
Welding Fundamentals II
Welding Production
Advanced Welding Pipe
Advanced Welding Railroad

To learn more about Otero College, visit the college's website at www.otero.edu.

OTERO MISSION STATEMENT:

To educate students and provide workforce training that enhances personal and professional growth and encourages all students to become the best version of themselves. .