

VACANCY ANNOUNCEMENT
Associate Director of Recruitment and Outreach
Job ID 4295

DATE: March 3, 2026

ANNOUNCEMENT: Southwestern Illinois College is accepting applications for the full-time administrative position of Associate Director of Recruitment and Outreach.

POSITION DESCRIPTION: In accordance with the Mission and Values of Southwestern Illinois College, this position serves as an administrator and reports to the Director of Enrollment, Marketing, & Partnerships. This position functions as an integral part of the College's enrollment marketing strategy, aligning recruitment, outreach, and communication efforts to support enrollment growth, student engagement, and retention.

The Associate Director of Recruitment and Outreach utilizes independent judgment and specialized knowledge of enrollment marketing principles, recruitment strategy, and student lifecycle communications to develop, implement, and evaluate targeted outreach and communication plans. This position collaborates closely with the Marketing department to ensure alignment between institutional branding, marketing campaigns, and enrollment goals. The Associate Director of Recruitment and Outreach also collaborates with campus departments and external partners to ensure coordinated enrollment marketing, recruitment, and outreach initiatives that support student recruitment, enrollment, and completion.

This role will utilize a Customer Relationship Management (CRM) system to manage prospective student communications, analyze recruitment and enrollment data, and optimize engagement strategies. The position compiles and analyzes recruiting and enrollment data, prepares performance reports, and oversees strategic enrollment marketing communications designed to move prospective students through the enrollment funnel.

QUALIFICATIONS:

1. Bachelor's degree in an appropriate discipline is required. Master's degree in an appropriate area is desirable.
2. Work experience in student development, admissions, or marketing is preferred. Public speaking is a plus.
3. Ability to lift heavy (50 lbs.) boxes including display materials.
4. Valid Driver's License and auto insurance required.
5. Experience with web-based technology required.
6. Must successfully pass a criminal background check prior to hire.

SALARY: Salary Grade 4 on the Administrative Pay Scale, ranging from \$63,750 - \$79,700 per year.

BENEFITS & PERKS: *Benefit availability and eligibility may vary from the summary listed below. Please visit www.swic.edu for more information.*

- Eligibility for comprehensive medical, dental, vision, life, and disability insurance plans beginning date of hire
- Retirement savings plan through State Universities Retirement System of Illinois and voluntary 403(b) and 457(b) savings plan
- Eligibility for paid leave including holidays, sick, and vacation
- Educational incentives including Reduced Tuition at Southwestern Illinois College and Tuition Reimbursement
- Employee Assistance Program, employee discounts, gym access, additional voluntary benefits and more!

WORK LOCATION: On-site at the Belleville Campus, with district-wide responsibilities.

APPLICATION DEADLINE: See online job posting for close date.

APPLICATION PROCEDURE: Required application materials, such as resume, cover letter and references, should be attached to your application. Other required application materials i.e., unofficial transcripts, etc., should be attached after your application has been submitted (*official* college transcripts must be provided at time of hire). Go to your **My Job Applications** page from the careers home page of your account.

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