

Enrollment Recruiter

TITLE: Enrollment Recruiter

SUPERVISOR: Director of Enrollment Services

CLASSIFICATION: Full-Time

DEPARTMENT: Enrollment Services

Position Summary:

This position will recruit prospective students for enrollment in the adult-centered undergraduate and graduate programs for Antioch University Midwest (AUM) as assigned, accurately answering program-related questions for new prospects and assisting prospects with the application process. The Recruiter is responsible for meeting targeted enrollment goals for adult undergraduate and graduate programs, managing recruitment activities for BA Completion programs, and collaborating and cooperating fully with the academic departments and other key stakeholders on campus and within the broader external community. The Recruiter performance is measured on performance of overall objectives and goals set by the Director of Enrollment Services.

Duties and Responsibilities:

- Work with Director of Enrollment Services and Academic Program Directors to develop and implement a strategic enrollment plan and facilitate enrollment goals for designated programs.
- Execute marketing and recruiting activities for programs as assigned.
- Quickly become proficient in knowledge of each program at AUM. Work in conjunction with Academic Program Chairs and School of Education in recruitment efforts.
- Participate in the development of publicity materials including letters, brochures and fliers.
- Generate inquiries and applications; identify, recruit, meet with, and respond to questions or concerns of prospective students; review database daily for prospective student inquiries.
- Effectively execute weekly telemarketing campaigns. Make calls to prospective students and inform them about program(s); generate, receive and respond to various prospective student correspondence; respond to inquiries regarding financial aid, admissions process and related matters; enter prospective student contact results into CRM.
- Develop and maintain community and organizational relationships that will assist in the program development and recruitment of students; connect AUM with schools, organizations, service organizations, and businesses for the purpose of recruiting students; develop and maintain relationships within target markets.
- Travel to various cities/locations to recruit students and make presentations to/at businesses, organizations, service organizations, career fairs, conferences, and schools;

participate in employment and college fairs; answer questions regarding the admission process and the University; make travel and lodging arrangements as necessary.

- Cultivate and maintain relationships with key professional groups in the target market and attend networking functions as assigned.
- Plan, coordinate, and execute campus events pertaining to recruitment efforts and associated strategy, including but not limited to Information Sessions and Open Houses.
- Plan, coordinate and execute recruitment outreach events at community colleges, businesses, churches, and civic groups and organizations.
- Coordinate and conduct campus visits when needed or appropriate.
- Prepare and maintain records and reports related to assigned activities.
- Perform other duties as assigned.

Education:

Bachelor's Degree (Master's Degree preferred) in Marketing, Business Administration, Management, or related field with demonstrated success in sales, recruiting, or admissions.

Skills and Qualifications:

- Cold calling experience strongly preferred.
- Experience using constituent relationship management (CRM) system, strongly preferred.
- Effective one-on-one and small group oral communication skills
- Strong professional writing skills
- Strategic Planning
- Proficiency in database entry and effective daily task tracking
- Demonstrated experience in independent task management while meeting accountability standards
- Proven ability to meet individual goal requirements while working in a team environment
- Competency in the Microsoft Office Suite including Word, Excel, PowerPoint, and Outlook
- Proficient in using computers and operating office equipment
- Ability to multitask in a dynamic, fast-paced environment
- Ability to fulfill travel requirements, must possess and maintain a valid driver's license
- Availability for some evening and weekend hours

Other Requirements:

- The position requires a strong commitment to multiculturalism and diversity. Competency in a language other than English is a plus.
- The position requires working in a non-smoking, drug free environment.
- The employee must adhere to FERPA guidelines and student confidentiality at all times.
- The employee must have high personal motivation, with great attention to detail and accuracy, project a positive and vibrant attitude in assisting people, and have high ethics of honesty and confidentiality with a genuine and gracious presence pertaining to the students, faculty, staff and business of the department and the University.
- Travel throughout the region in conjunction with varied working hours including evenings and weekends.

Physical Requirements:

Sitting, standing, and lifting, carrying or otherwise moving objects up to 25 pounds. May require some travel. Requires daily use of telephone, computer and other standard office equipment. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

The employee must be able drive a vehicle and possess (or have the ability to attain) a valid Driver's License.

Hours of Employment:

This is a full-time position. A work schedule will be established in consultation with the supervisor. Occasional overnight, weekend and /or after-hours work may be required.

Antioch University reserves the right to change the duties of the job description at any time.

Antioch University provides equal opportunity for all qualified applicants and does not discriminate on the basis of race, color, national origin, religion, sex, sexual orientation, gender identify, age, disability, veteran status, or any other protected classifications.

Qualified applicants should send a letter of interest, resume and the names and contact information of three references to:

Randy Davis

Human Resources

Email: hr.au@antioch.edu

(or)

Fax: 937-769-1377 (Fax)

(or)

By mail: Antioch University, Attn: HR, 900 Dayton St, Yellow Springs OH 45387