

STUDENT RECRUITMENT COORDINATOR

DEFINITION

Develops, coordinates, implements and evaluates a comprehensive and innovative recruitment program for general and specially funded programs at a college.

TYPICAL DUTIES

- Develops and coordinates innovative approaches to recruitment based on concepts and goals established by campus administration.
- Establishes recruitment program standards, goals, and strategies to achieve those objectives.
- Provides program administration and serves as the technical expert to college administrators and program managers on recruitment activities, planning, and development.
- Promotes the recruitment program among faculty and staff to elicit their ideas, support, and participation in the program.
- Interfaces with representatives of educational institutions, business organizations community groups and District student service programs to encourage participation, stimulate interest, and coordinate recruitment strategies
- Conducts oral presentations for high school groups, college fairs, and other events to encourage school enrollment.
- Analyzes, evaluates, and reports on the effectiveness of recruitment activities to college administrators.
- Prepares correspondence, presentations, and detailed reports related to recruitment.
- Personally performs all levels of recruitment duties, as needed.
- Develops and conducts in-service training for personnel assigned to perform recruitment activities.
- Prepares a wide variety of student recruitment and college promotional materials such as new releases, brochures, public service announcements, and exhibits.
- Attends and participates in professional conferences and meetings concerned with recruitment.
- Manages the expenditure of moneys for recruitment efforts.
- Participates in long range planning meetings to provide the recruitment program perspective on proposed changes in college goals and objectives.
- Performs related duties as assigned.

DISTINGUISHING CHARACTERISTICS

A **Student Recruitment Coordinator** develops, coordinates, implements, and evaluates a comprehensive and innovative student program on a college campus.

A **Student Recruiter** locates qualified individuals through community, college, high school, and personal contacts and encourages their enrollment in general and/or specially funded programs of a college.

SUPERVISION

General supervision is received from an academic or classified administrator. Immediate supervision is exercised over lower-level recruitment and clerical personnel.

CLASS QUALIFICATIONS

Knowledge of:

- Recruitment techniques
- Educational institutions, business associations, news media, and community groups in the college's service area
- Fundamentals of budgetary preparation and control
- Principles of public relations, publicity, and marketing
- Principles and techniques of research
- Proper business English, punctuation, spelling, and grammatical usage
- Admissions requirements and enrollment procedures of the college
- Eligibility requirements and application procedures related to Financial Aids, EOPS, and other special programs and services
- Social, ethnic, and cultural characteristics of the population served by the college
- Student activities and services at the college
- Principles of supervision and training
- Organization and management of records
- Capabilities of computer applications, systems, and hardware common to the management of student recruitment activities

Ability to:

- Independently plan and implement a comprehensive and innovative recruitment program
- Coordinate complex and diverse recruitment activities
- Gather pertinent facts and data related to a recruitment program, make thorough analyses, and arrive at sound conclusions
- Interface effectively with individuals from various ethnic and socio-economic backgrounds and different levels of academic achievements
- Communicate effectively in orally and in writing
- Effectively utilize computer equipment and software in the performance of duties
- Establish and maintain effective working relationships with administrators, staff, and representatives of a wide variety of organizations and groups
- Supervise, train, and coordinate assigned staff
- Prepare clear and comprehensive reports, correspondence, and publicity materials
- Learn general and specialized computer applications

ENTRANCE QUALIFICATIONS

Education and Experience:

- A. Graduation from a recognized four-year college or university preferably with a degree in public relations, marketing, student counseling, communications, or a closely related field.

AND

Two years of full-time paid experience in recruitment, promotion of student services programs, community services programs, or a closely related field. Supervisory experience within these fields is desirable.

OR

- B. An associate degree or its equivalent from a recognized college or university preferably with coursework in public relations, marketing, student counseling, communications, or a closely related field.

AND

Four years of full-time paid experience in recruitment, promotion of student services programs, community services programs, or a closely related field. Supervisory experience within these fields is desirable.

Special:

A valid Class "C" California driver's license.
Access to an automobile.