

## STUDENT RECRUITER

### DEFINITION

Recruits students for general and/or specially funded programs at a college.

### TYPICAL DUTIES

- Implements comprehensive recruitment campaigns to attract students into general and specially funded programs offered by the college.
- Schedules and organizes the activities of staff assigned to participate in student recruitment events and activities.
- Solicits the involvement of staff and students in recruitment activities of the college.
- Maintains liaison with counselors, faculty, and staff from feeder schools and four-year colleges and universities to establish and maintain communication and to facilitate the enrollment and transfer of students.
- Prepares and conducts oral presentations for high school groups, college fairs, and other events to encourage school enrollment.
- Represents the college at various events and meetings to provide information to prospective students regarding curricula, student assistance programs and student services.
- Creates, conducts, and staffs special exhibits at community events, high schools, adult schools, shopping malls, and civic events.
- Designs recruitment bulletins, brochures, and literature to publicize college programs and services.
- Gathers and analyzes data related to student recruitment.
- Provides advice on matters related to recruitment.
- Writes descriptive, statistical, and evaluative reports related to student services.
- Effectively utilizes computer equipment in the performance of duties.
- May provide training and work direction to lower-level support staff.
- Performs related duties as assigned.

### DISTINGUISHING CHARACTERISTICS

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.

A **Student Recruitment Coordinator** develops, plans, coordinates, and implements student recruitment activities and efforts on a college campus.

A **Student Services Assistant** participates in the development, promotion, coordination, and evaluation of student services programs. A thorough knowledge of program requirements, goals, and procedures is continuously applied in performing the duties of the class.

## DISTINGUISHING CHARACTERISTICS (Cont.)

A **Community Services Assistant** performs duties related to the development, promotion, coordination, and evaluation of a community program or service. A thorough knowledge of program policies, goals, and procedures is continuously applied in performing the duties of the class.

## SUPERVISION

Immediate supervision is received from a Student Recruitment Coordinator or an administrator. May assign and review the work of staff assigned to recruitment activities.

## CLASS QUALIFICATIONS

### Knowledge of:

- Recruitment techniques
- Basic principles of public relations, publicity and marketing
- Proper business English, punctuation, spelling, and grammatical usage
- Basic research methods and principles
- Admissions requirements and enrollment procedures of the college
- Eligibility requirements and applications procedures related to Financial Aids, EOPS, and other special services and programs
- Student activities and services on campus
- Feeder schools and transfer college and universities
- Community organizations and resources
- Social, ethnic, and cultural characteristics of the college's service area
- Principles of record keeping
- Capabilities of computer applications, systems, and hardware common to a student recruitment office

### Ability to:

- Schedule and conduct continuous and re-occurring recruitment activities and events
- Develop creative and effective recruitment and marketing materials and programs
- Motivate prospective students
- Interface with individuals from various ethnic and socio-economic backgrounds and different levels of academic achievements
- Establish and maintain effective relationships with administrators, staff, representatives from other institutions, and the public
- Prepare clear, comprehensive, effective, and persuasive written and oral presentations
- Keep detailed and precise records
- Learn general and specialized computer applications

## ENTRANCE QUALIFICATIONS

### Education and Experience:

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

**AND**

One year of full-time paid experience in recruitment, promotion of student services programs, community services programs or a closely related field.

**OR**

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

**AND**

Three years of full-time paid experience in recruitment, promotion of student services programs, community services programs or a closely related field.

### Special:

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