

Position Description

This position is classified as Administrative & Professional: Pay Grade A

Admissions Recruiter

Position Summary:

This is a stand-alone classification in the Recruiting series. Incumbents plan and implement recruiting activities in an assigned recruitment territory, for an assigned student population, or assigned academic program. Responsibilities include personal recruitment strategies ranging from in-person activities to digital outreach. Activities include: using a variety of modalities to engage prospective students; engaging prospective students via social media, email and other digital platforms; scheduling visits to companies and/or community organizations, attending college fairs; interviewing prospective students; reviewing transcripts; coordinating events and activities; developing community partnerships; and maintaining records of activities. Serve as an admissions advisor to assist and mentor prospective students throughout the enrollment process. Arrange and conduct campus and college open house events and tours.

Compensation: \$43,247.95

Requirements:

Education:

Bachelor's degree.

Experience:

Two years of experience in academic advising, admissions, marketing or sales.

** An equivalent combination of education and experience sufficient to successfully perform the essential duties of the job may be acceptable in lieu of those requirements listed above.*

Knowledge:

- Higher education recruitment strategies;
- Effective use of all communication strategies ranging from public speaking to social media engagement;
- College admissions strategies;
- Student service operations;
- Public relations principles;
- Customer service principles;
- Computers and related software applications.

Skills:

- Planning and implementing recruitment efforts;
- Speaking in public;
- Online/social media communication;
- Providing customer service;
- Identifying appropriate prospective students using database management systems including CRM, spreadsheets, and database analysis;
- Preparing presentations;
- Using a computer and related software applications;
- Communication, interpersonal skills as applied to interaction with subordinates, coworkers, supervisor, the general public, etc. sufficient to exchange or convey information and to give and receive work direction.

Physical:

- Positions in this class typically require: reaching, standing, walking, grasping, feeling, talking, hearing, seeing and repetitive motions.
- Light Work: Exerting up to 20 pounds of force occasionally, and/or up to 10 pounds of force frequently, and/or negligible amount of force constantly to move objects. If the use of arm and/or leg controls requires exertion of forces greater than that for Sedentary Work and the worker sits most of the time, the job is rated for Light Work.
- Incumbents may be subject to travel.

License:

Valid FL Driver's License.

Responsibilities:

These duties are a representative sample; position assignments may vary.		Potential Frequency
1.	Creates awareness of the College's programs and services within the community using a variety of communication methods including public speaking engagements, email, phone and information sessions, and/or performing related activities. Additional focus on social media outreach is included.	Daily 35%
2.	Performs a variety of student support activities, which includes interviewing prospective students, reviewing transcripts, following up with prospective students, responding to student inquiries, and performing related duties.	Daily 30%
3.	Hire, train, and supervise Peer Recruiters.	Daily 10%
4.	Coordinate efforts of advisors and financial aid representatives with the local high schools and community organizations.	Daily 5%
5.	Analyze the needs of employers and match those needs with college programs.	Daily

These duties are a representative sample; position assignments may vary.		Potential Frequency
		5%
6.	Manages a geo-market recruitment territory, which may include an assigned campus market as well as other areas within Pinellas county.	Daily 5%
7.	Analyze community demographics and develop strategies for increasing enrollment.	Daily 5%
8.	Create presentations for potential students, businesses, and other community groups. Prepare, maintains, files, and reviews a variety of operational records and reports.	Daily 5%
9.	Performs duties of a similar nature.	As Required

Key Position Information for Job Posting

The College is seeking a dynamic, creative and outgoing individual to promote SPC to prospective applicants. This will involve traveling and presenting to local high schools, community centers and local businesses, meeting with students one-on-one in person and virtually, coordinating recruitment events, and staffing information tables at community and program-specific engagement opportunities. A SPC recruiter must have general knowledge about all school programs and services, in order to effectively recruit prospective students to the college, and to the appropriate program. Familiarity with MS Excel, database management, and utilizing technology for strategic outreach is also essential.

A passion for providing high-quality service in-person and virtually is a must. Prior sales experience is a plus. The ideal candidate should be self-motivated, detailed-orientated, a problem solver, technology savvy, and should have excellent communication skills, particularly in a virtual modality. As the College continues to build momentum around Economic Mobility as a strategic priority, the Admissions Recruiter will be essential to college growth and community partnerships.