

Student Recruitment Coordinator

Position Description

Education:

Bachelor's degree from a regionally accredited institution in an appropriate field or discipline required.

Experience:

Two years or more experience in recruiting or a related field required. Experience in enrollment services, admissions and/or advising strongly preferred.

Licensure:

Must maintain valid driver's license. Travel is required for recruiting and networking.

Reports to:

Director of Student Recruitment

Purpose:

The Coordinator will help assess, organize and support the college-wide recruitment efforts at Methodist College, with specific focus on marketing, recruitment territory, and relationship building with targeted high schools and colleges. The Coordinator will be responsible for the organization of recruitment events, the creation and use of marketing materials, management of prospect student data, and have a specified territory of recruitment.

Responsibilities:

1. Coordinates and participates in College recruitment activities and initiatives based on assigned territory – local, out-of-state and overnight travel required.
2. Assists in the development of an annual recruitment calendar and assignment of territory.
3. Promotes a positive image of the College while meeting with prospective students and applicable organizations regarding nursing education opportunities at the MC.
4. Coordinates with Marketing to develop and order promotional items, college viewbook, recruitment mailings, signage for events and other pieces necessary to the day-to-day functions of recruitment.
5. Coordinates and conducts open house activities and tours of the college and hospital areas as appropriate.
6. Organizes and facilitates Student Ambassadors training.
7. Maintains confidentiality of all college, prospect, and student issues.
8. Maintains current knowledge of federal, state, and other regulations concerning admissions and student records.

9. Assists with developing, implementing and evaluating the recruitment process with College staff and administration to apply continuous improvement strategies.
10. Collaborate with Student Recruitment Coordinator to assess the incoming student class to determine student needs, such as at risk, first generation, English as a second language, etc.
11. Assist in the development of a “Student Recruitment Dashboard” which would allow greater insight into student’s applicant status, contact, and advising needs in relationship to risk factors.
12. Assist in the organization and implementation of New Student Orientation for all incoming students at Methodist College.
13. Develop and maintain a thorough knowledge of the major requirements and courses offered for all programs within the College.
14. Prepare recruitment workshops and tools to train college staff on procedures, goals and initiatives.
15. Prepare session and tools to compliment New Student Orientation.
16. Collaborate with key constituents at the College (program directors, deans, and faculty committees) to meet all student support needs and facilitate the transition from recruitment to advising.
17. Provides collaboration with the Student Recruitment Coordinator regarding accurate and appropriate transferable course information provided to prospective students and applicants.
18. Maintains records of recruitment activities according to established protocol.
19. Delivers financial aid information to students as appropriate.
20. Serves on College committees as is appropriate.

WORKING CONDITIONS AND PHYSICAL EFFORT:

- Work is performed in an assigned territory and driving Methodist College vehicles to and from events/activities as well as an interior-office/room work environment.
- Limited exposure to physical risk.
- Limited physical effort required.
- Noise levels not above a point that hearing protection is needed.

COMMUNICATION:

- Excellent communication skills.
- Interacts effectively with students, staff, faculty, and external clients of MC.
- Must have ability to interact effectively & courteously with culturally diverse groups.
- Ability to communicate only the facts to recipients or to decline to reveal information.
- Ability to project a professional, friendly, and helpful demeanor.