

Job/Position Description

Position Title: Student Recruitment Coordinator	Department Name: Methodist College
UPH Affiliate: Methodist College	Department Number: 4061000
Effective Date: 06/2020	Review Date(s): 06/2023
Prepared By: Human Resources	Approved By: Provost/Vice Chancellor for Academic Affairs
Position Reports To: Director of Student Recruitment	

Description of Position:
 Provide a "snapshot" or the principal purpose or focus of the position, consisting of no more than three to five sentences. This summary should provide enough information to differentiate the major function and activities of the position from those of other positions.

The Student Recruitment Coordinator is responsible for the recruitment of prospective students from the inquiry stage through the application stage. In addition, they will assist in guiding the prospective students through the enrollment process to matriculation with various student facing service members and faculty. The primary areas of focus of the Student Recruitment Coordinator are inside recruitment, outside recruitment while using systems and data management to aid in the successful achievement of their enrollment goals. The Methodist College Vision, Mission, Values, strategic plan and institutional goals and academic portfolio (current and new) will provide an overarching foundation for all work to follow and will be guided by the supervision of the Director of Student Recruitment.

Essential Functions/Responsibilities: Essential functions are the duties and responsibilities that are essential to the position (not a task list). Do not include if less than 5% of work time is spent on this duty. Be specific without giving explicit instructions on how to perform the task. Do not include duties that are to be performed in the future. Duties should be action oriented and avoid vague or general statements.	% of Time (annually)
<p>Inside Recruitment Responsibilities</p> <ul style="list-style-type: none"> • Develop and execute against a yearly strategy, tactical plan and key performance metrics with the Director of Student Recruitment. Daily, weekly, monthly and multiple term-based milestones will be established and reviewed. • Inquiry management, generation and conversion <ul style="list-style-type: none"> o Self-generate inquiries through means such as referral programs o Gather key information from prospective students such as career aspirations, current academic status, program of interest, intended start date etc. o Proactively establish the "who does what by when" from the Director of Student Recruitment, fellow Recruitment Coordinator and the prospective student. Engage additional stakeholders as appropriate. o Develop and utilize a communication strategy that includes email, text, phone, social media, face-to-face, direct mail, on and off campus events etc. o Coordinate and participate in campus visits, recruitment events and projects that influence student yield and matriculation. o Once the prospective student applies, facilitate the process and introduce and connect key student facing service members to the prospective student to further create a seamless prospective student centric experience. <p>Outside Recruitment Responsibilities</p> <ul style="list-style-type: none"> • Develop and execute against a yearly strategy, tactical plan and key performance metrics with the Director of Student Recruitment. Daily, weekly, monthly and multiple term-based milestones will be developed and reviewed. 	45%

<ul style="list-style-type: none"> • Review assigned territory and the accounts that reside in the territory such as high schools, community colleges, healthcare organizations, social service agencies etc. • Prioritize prospective student recruitment based on previous student starts, programmatic alignment, academic performance, existing MOA's, potential MOA's, alumni, time of the year, and tuition reimbursement eligibility. • Calendarize accounts in a framework of new, current accounts and reviving old accounts. • Schedule and conduct site visits to build relationships with each of the accounts key constituents. Utilize various methods to position Methodist College as a viable post-secondary option through table visits, classroom presentations, transcript evaluation days, prospective student advisement...to generate inquiries. Incorporate Methodist College student facing services members and faculty as appropriate. • Represent Methodist College and all of its programs to prospective students and influencers with the highest degree of professionalism through an array of outreach programs and recruitment activities, including workshops, presentations, fairs and high school and community college visits. • Maintain partnerships with high schools, community colleges, and healthcare organizations to facilitate collaborative programming and assist in recruiting, guiding and supporting college bound students. • Coordinate an extensive fall travel schedule, as well as expected travel for the spring and summer based on assigned territory. • Responsible for ensuring the growth and quality of recruitment programs through regular meetings with the Director of Student Recruitment to monitor strategic planning. 	
<p>Counsel prospective students</p> <ul style="list-style-type: none"> • Prioritize inquiries and contact, meet, qualify, document and consult prospective students. • Provide key information to prospective students such as student enrollment issues, potential career outcomes, program features, requirements and benefits, admission requirements, financial aid, scholarships, housing, and student life. • Establish rapport and build trust for purposes of a creating an ongoing consultative relationship through matriculation and beyond. • Responsible for various forms of communications with students (print, email, or texting) for the purpose of providing critical information and responding to complex problems. • Reach out and maintain relationships with prospective students by establishing rapport and trust, educating them on Methodist College programs and admissions requirements, and assisting prospective students through their application and first enrollment process. 	30%
<p>Coordinate and facilitate campus event</p> <ul style="list-style-type: none"> • Facilitate individual and group campus visits for prospective students and their guests. • Proactively engage prospective students and guests visiting campus and assist with the student enrollment process. • Assist with the facilitation of visit programs, recruitment events and projects related to student yield and matriculation. • Participate in recruiting activities throughout the year both locally and those which may require travel 	15%
<p>Systems Usage and Data-driven Data-informed Approach to Performance Management</p> <ul style="list-style-type: none"> • Utilize the SIS to document, track and evaluate activity associated with inside and outside recruitment responsibilities from inquiry through matriculation. • Review established key performance indicators embedded in reports for inside and outside recruitment responsibilities. • Participate and conduct scheduled trainings, observations, meetings and reviews with the Director of Student Recruitment for purposes of optimal performance. 	10%
<p>Basic UPH Methodist College Performance Criteria</p> <ul style="list-style-type: none"> • Demonstrates the UnityPoint Health Values and Standards of Behaviors as well as adheres to policies and procedures and safety guidelines. • Demonstrates the Methodist College Values and Standards of Behaviors as well as adheres to policies and procedures. • Demonstrates ability to meet business needs of department with regular, reliable attendance. • Employee maintains current licenses and/or certifications required for the position. • Practices and reflects knowledge of HIPAA, TJC, DNV, OSHA and other federal/state regulatory agencies guiding healthcare. • Practices and reflects knowledge of FERPA with respect to protecting the privacy of student education records. 	10%

<ul style="list-style-type: none"> • Completes all annual education and competency requirements within the calendar year. • Is knowledgeable of college compliance requirements. Brings any questions or concerns regarding compliance to the immediate attention of leaders. Takes appropriate action on concerns related to compliance. 	
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Disclaimer: This job description is not designed to cover or contain a comprehensive listing of activities, duties or responsibilities that required of the employee. Other duties, responsibilities and activities may change or be assigned at any time with or without notice.

Demonstration of UPH Values and Standards of Behaviors

Consistently demonstrates UnityPoint Health's values in the performance of job duties and responsibilities

Foster Unity:	<ul style="list-style-type: none"> • Leverage the skills and abilities of each person to enable great teams. • Collaborate across departments, facilities, business units and regions. • Seek to understand and are open to diverse thoughts and perspectives.
Own The Moment:	<ul style="list-style-type: none"> • Connect with each person treating them with courtesy, compassion, empathy and respect • Enthusiastically engage in our work. • Accountable for our individual actions and our team performance. • Responsible for solving problems regardless of the origin.
Champion Excellence:	<ul style="list-style-type: none"> • Commit to the best outcomes and highest quality. • Have a relentless focus on exceeding expectations. • Believe in sharing our results, learning from our mistakes and celebrating our successes.
Seize Opportunities:	<ul style="list-style-type: none"> • Embrace and promote innovation and transformation. • Create partnerships that improve care delivery in our communities. • Have the courage to challenge the status quo.

Demonstration of Methodist College Values and Standards of Behaviors

Consistently demonstrates Methodist College's values in the performance of job duties and responsibilities

Human Dignity:	<ul style="list-style-type: none"> • Unconditional respect for the inherent worth, uniqueness, and autonomy of individuals.
Integrity:	<ul style="list-style-type: none"> • Displaying strong moral character and acting in accordance with accepted standards of behavior and an appropriate code of ethics.
Inquiry:	<ul style="list-style-type: none"> • An active process of exploration and investigation that leads to understanding and construction of knowledge throughout one's life.
Social Justice:	<ul style="list-style-type: none"> • Acting in accordance with fair treatment regardless of gender, economic status, race, religion, ethnicity, age, citizenship, disability, or sexual orientation.

QUALIFICATIONS:

	Minimum Requirements Identify items that are minimally required to perform the essential functions of this position.	Preferred or Specialized Not required to perform the essential functions of the position.
Education:	Bachelor's degree from a regionally accredited college or university	
Experience:	Two years of experience recruiting or a related field	<ul style="list-style-type: none"> • Experience working in Higher Education • Experience in enrollment services or admissions • Transferable skills from advising, sales or HR recruiting • Experience in public speaking
License(s)/Certification(s):	Valid driver's license when driving any vehicle for work-related reasons.	

Knowledge/Skills/Abilities:	<ul style="list-style-type: none"> • Knowledge of recruitment and/or sales philosophies and practices • Knowledge of FERPA standards • Knowledge of Microsoft Office • Customer Service skills 	Knowledge of the local community
Other:	Use of usual and customary equipment used to perform essential functions of the position.	

SCOPE: Position has supervisory responsibilities? Yes or No If yes, complete below.

Budget Control (Complete if position has budget responsibilities)	
Annual Operating Budget (including payroll)	
Annual Revenue/Sales	
Other Scope Measurements	
Pertinent to the position, such as number of beds, number of units/departments, number of employees leading, cases per month, etc.	
Item	Number

Mental/Cognitive Demands:
(List any special mental and cognitive abilities required by the position in your specific environment)
<ul style="list-style-type: none"> • Ability to communicate effectively both verbally and in writing • Ability to communicate in a professional manner both in person and over the phone • Ability to multi-task, organize, prioritize, and follow multiple projects and tasks through to completion • Ability to complete tasks with attention to detail • Ability to work independently while contributing to a team environment • Ability to effectively identify and resolve problems • Ability to maintain strict confidentiality related to sensitive information • Ability to exercise sound judgement, seeking advice when appropriate • Ability to establish and maintain effective working relationships with others • Ability to relate to a diverse population • Ability to stand for several hours at recruiting fairs • Ability to lift boxes of material and trade show displays that may weigh up to 50 pounds

WORKING CONDITIONS:

Physical Requirements	
(Check all that apply if essential to perform job – with or without accommodations)	
<input checked="" type="checkbox"/>	Talk/Hear (communicate, detect, converse with, discern, convey, express oneself, exchange information)
<input checked="" type="checkbox"/>	See (detect, determine, perceive, identify, recognize, judge, observe, inspect, estimate, assess)
<input checked="" type="checkbox"/>	Stand or Sit (stationary position)
<input checked="" type="checkbox"/>	Walk (move, traverse)
<input checked="" type="checkbox"/>	Use hands/fingers to handle or feel (operate, activate, use, prepare, inspect, place, detect, position)
<input checked="" type="checkbox"/>	Climb (stairs/ladders) or Balance (ascent/descent, work stop, traverse)
<input type="checkbox"/>	Bend/Stoop/Kneel
<input type="checkbox"/>	Squat/Crouch/Crawl
<input checked="" type="checkbox"/>	Reaching/Twisting
<input type="checkbox"/>	Taste/Smell (detect, distinguish, determine)
<input checked="" type="checkbox"/>	Pushing/Pulling

Lifting Requirements
(Check appropriate category to perform job – with or without accommodations)

<input type="checkbox"/> Level 1; Sedentary Work: Exerting up to 10 pounds of force occasionally, and/or a negligible amount of force frequently or constantly to lift, carry, push, pull or otherwise move objects, including the human body. Sedentary work involves sitting most of the time. Jobs are sedentary if walking and standing are required only occasionally, and all other sedentary criteria are met.
<input type="checkbox"/> Level 2; Light Work: Exerting up to 20 pounds of force occasionally or up to 10 pounds of force frequently, and/or a negligible amount of force constantly to move objects. Requires walking or standing to a significant degree, pushing or pulling arm or leg controls or maintaining a production rate pace. Light work requires physical exertion of forces greater than that of sedentary work.
<input checked="" type="checkbox"/> Level 3; Medium Work: Exerting up to 50 pounds of force occasionally, and/or up to 20 pounds of force frequently, and/or up to 10 pounds of force constantly to move objects.
<input type="checkbox"/> Level 4; Heavy Work: Exerting up to 100 pounds of force occasionally, and/or up to 50 pounds of force frequently, and/or up to 20 pounds of force constantly to move objects.
<input type="checkbox"/> Level 5; Very Heavy Work: Exerting in excess of 100 pounds of forces occasionally, and/or in excess of 50 pounds of force constantly to move objects.

Hazards and Atmospheric Conditions (check all that apply)	
<input checked="" type="checkbox"/> Normal Office Surroundings	<input type="checkbox"/> Vibration
<input type="checkbox"/> Exposure to Fumes	<input type="checkbox"/> Mechanical Hazards
<input type="checkbox"/> Exposure to Dust	<input type="checkbox"/> Chemical Hazards
<input type="checkbox"/> Exposure to Extreme Temperatures	<input type="checkbox"/> Electrical Hazards
<input type="checkbox"/> Wet and/or Humid	<input type="checkbox"/> Radiant Energy Hazards
<input type="checkbox"/> Noise	<input type="checkbox"/> Explosives Hazards
<input type="checkbox"/> Mists or Gases	<input type="checkbox"/> Burn Hazards
Other/Comments: Travel required – 50%	

HR USE ONLY	
FLSA Designation: Exempt	Lawson Position Code: 18391