



Cañada College ♦ College of San Mateo ♦ Skyline College

GENERIC POSITION DESCRIPTION

COLLEGE RECRUITER

A Classified Professional Position
Grade 175S – Salary Schedule 40

A. General Statement

This is professional work at the action level involved in planning, implementing and evaluating a student recruitment program for a community college. Under direction, the position analyzes marketing, enrollment and retention trends to strategically plan a variety of recruitment programs, services and outreach activities related to enhancing college admissions, retention and community partnerships. Public contact is extensive and includes staff, students, outside educational institutions, community organizations, businesses and the general public for the purpose of exchanging enrollment services information. A high degree of independent judgment and creativity is required, within the scope of the classification, to develop original and collaborative plans for recruitment and related services, marketing campaigns, programs and activities, and to establish and maintain effective working relationships. Consequences of errors in judgment could be costly in public relations and in employee time. A College Recruiter can direct the work of other staff and student assistants as assigned.

B. Duties & Responsibilities

The duties below are representative of the duties of the classification and are not intended to cover all of the duties performed by the incumbent(s) of any particular position. The omission of specific statements of duties does not exclude them from the position if the scope of work is similar, related, or a logical assignment to this classification.

1. Exchanges information with management and other staff, outside educational institutions, community and business representatives, media representatives and others regarding outreach, enrollment, retention and related services; confers with College staff to strategically-plan informational campaigns, publicity materials, outreach activities and recruitment objectives; makes presentations to small and large groups to provide information about College and District programs, courses, student support services, activities, short- and long-range plans; meets with faculty and management staff to present and discuss recruitment and retention issues; drives a motor vehicle to off-site locations to attend meetings, special events, workshops, and other activities to obtain current information; designs, coordinates and conducts campus tours for potential students
2. Plans, develops, implements and evaluates student recruitment programs, activities and services, in conjunction with other staff, students, other educational institutions and business/community representatives
3. Researches student enrollment and retention history and trends for use in developing correspondence, surveys, and other materials for outreach to potential and current students; organizes and conducts focus groups and other research group meetings of community and business representatives to survey, compile and assess local input on college climate, potential student concerns and goals, courses offered, services provided, labor market resources, and other recruitment and retention issues

4. Uses a variety of computer software to set up and maintain demographic, statistical and other data related to student enrollment, retention and follow-up; researches, compiles data for, formats and prepares special and regular reports and presentations
5. Selects, trains, and directs the work of student assistants in recruitment and outreach services
6. Collaborates with enrollment services, instructional and other college staff to develop recruitment and retention campaigns that target specific college courses, majors, and programs; meets with high school and other educational institution representatives to compile data related to potential student interests, scholastic goals, demographics and other topics

C. Requirements

This classification requires a combination of education and experience equivalent to possession of a Bachelor's Degree in Marketing, Communications or a closely related field; and successful work experience of increasing responsibility that has included extensive public contact with people of diverse cultures, language groups and abilities; research, data collection, formatting and analysis; demonstrated skill in oral communication, including public speaking; program planning, implementation and evaluation; use of a variety of computer software to set up and maintain files, prepare correspondence, reports and other written materials; demonstrated skill in written communication; and directing the work of others. Possession of a valid California Driver's License and the ability to drive to off-site locations are required.

D. Physical/Other Requirements

This classification requires attention to detail; work under deadline pressure; data comparison and analysis; visual comparison and acuity; tact, sensitivity; flexibility and adaptability; public speaking; persuasive communication; negotiation; directing and coordinating the work of individuals and groups; driving a motor vehicle to off-site locations; prioritization and multi-tasking in order to perform the essential functions.

E. Knowledge, Skills & Abilities

1. Knowledge of College, District, and feeder school goals and objectives relative to student enrollment and retention.
2. Knowledge of community, current and potential student demographics, financial status and other fundamental data used in planning recruitment and retention campaigns.
3. Skill in research methodologies, resources, data analysis and documentation.
4. Skill in respectful, sensitive communication with people at all levels within organizations who are diverse in their cultures, language groups and abilities.
5. Skill in oral communication, including public speaking.
6. Skill in written communication.
7. Skill in directing the work of others.
8. Skill in use of a variety of computer software for research, presentations and documentation.
9. Skill in program planning, implementation and evaluation.
10. Skill in working accurately under deadline pressure.
11. Ability to work effectively as part of a customer service team.

(5/2015)