



Job Description

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|--------------------|---|---------------|------------|
| Job Title: | Student Recruiter / Enrollment Specialist | Grade: | J |
| Department: | Outreach & Recruitment | FLSA: | Non-Exempt |

The incumbent in this job is expected to assist the College in achieving its vision and mission. Customer focus, college service, and a willingness to assist as needed are expectations for all employees.

General Functions:

Recruit new students for curriculum programs in accordance with the mission, goals, and policies of the College.

Characteristic, Duties and Responsibilities:

1. Contacts and meets high school counselors and teachers to explain benefits of the program.
2. Participates in classroom visitation and other special events to explain program to potential students.
3. Provides information regarding admissions requirements and program benefits to prospective students and parents via phone, mail and personal visits; follows up with mail or phone call, as appropriate.
4. Assists new students with the enrollment process and career options.
5. Produces follow-up reports regarding activities and future plans.
6. Maintains awareness of new departments in field through conferences and professional development classes.
7. Works with recruitment staff to coordinate assigned activities with those of other programs, departments, and outside agencies and organizations.
8. Provides multi-campus support during registration, special events and tours.
9. Assists recruitment team members in implementation of special projects.
10. Assists new students with the enrollment process including advising, placement testing administration, and registration of first-time students.
11. May plan, coordinate and organize the college-wide Fall Open House.
12. May serve as consultant and resource to internal departments with recruitment training and new student enrollment process training via information sessions, committees, and professional development opportunities.
13. May plan, coordinate and organize the Area Schools Assistance Program; may manage temporary employees from Charlotte-Mecklenburg schools working in the program.
14. May develop and maintain relationships with Charlotte-Mecklenburg Schools cohorts (i.e. counselors, Career Development Coordinators, faculty, Kids-2-College, Communities in Schools, etc.)
15. May develop recruitment plan for academic programs; may promote and maintain awareness of programs and other student services.
16. May facilitate planning, organization and implementation of special events, college communication, and serve as marketing liaison for Outreach & Recruitment.
17. May plan and implement monthly, multi-campus college information sessions.
18. May develop and implement CCTI Health Science program at Philip O. Berry High School.
19. May act as college liaison for the Charlotte Regional Higher Education Consortium of schools to coordinate education fairs at local businesses.
20. Performs other duties as assigned.

Reporting Relationships:

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| Direction Received: | Reports to Associate Dean, Enrollment and Student Services |
| Direction Given: | No responsibility for the supervision of others |

The intent of this job description is to provide a representative summary of the essential functions that will be required of positions given this title and should not be construed as a declaration of specific duties and responsibilities of any particular position. Employees will be assigned specific job-related duties through their hiring departments. Specific job-related duties assigned by hiring departments shall be consistent with the representative essential functions listed above and shall not be construed as expanding a particular position's role, scope, FLSA status, or grade.

December 2007



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Minimum Requirements:

Bachelor's degree from an accredited college or university preferably in marketing or related field and two years of related work experience preferably in higher education

Knowledge, Skills, Abilities and Worker Characteristics:

Knowledge of marketing and sales techniques
Knowledge of curriculum program offerings at the college and admissions requirements
Knowledge of human relations and personnel practices
Knowledge of Microsoft Windows, Microsoft Office Suite and database management
Ability to work well with individuals with diverse backgrounds

Working Conditions:

Typical office environment; infrequently lifting and carrying items up to 10 lbs.; infrequently twisting or bending at the waist or reaching overhead; infrequently traveling between buildings on campus, to other campuses and high schools in Mecklenburg County; frequently listening to and talking with students, faculty and other staff members either in person or by telephone; frequently sitting at a desk or workstation using a computer display, keyboard, and mouse