



North Central State
COLLEGE

Position Announcement

Recruiter

Posted: 8/16/19

North Central State College is accepting resumes for a full-time Recruiter.

Essential duties/responsibilities include but are not limited to:

Student Recruitment

- Build relationships with regional high schools and community agencies to identify potential students
- Collect contact information and enter data into a computerized tracking system (Recruiter) utilizing CRM functions, including prospect management and communications management
- Develop, manage and maintain contact with regional high schools and appropriate community agencies to reach prospective high school students
- Track students through prospect and applicant student stages to ensure communication with counselors and parents regarding the necessary steps to enroll at NCSC
- Identify events for student recruitment, and collaborate with Marketing Department to create materials to attract student prospects to consider North Central State College as an “institution of choice”
- Develop of off-campus information sessions for prospective students
- Represent the College at a variety of public events
- Conduct or attend meetings as needed or required. Participate on College committees
- Develop and conduct tours that best utilizes workforce and availability
- Help develop a communications plan that utilizes current software and other systems
- Provide feedback and detailed reporting on Gateway activities as requested by the Dean of Students and Enrollment Management
- Provide feedback and detailed reporting on any recruitment activities on a weekly, daily and/or monthly basis as requested
- Approach territory management with an emphasis on utilizing a “best practice” approach, ensuring conversion of prospective students to applicant and accepted status
- Coordinate recruitment activities, including campus visits, presentations to large and small groups
- Demonstrate and possess a strong understanding of cultural competency and how to communicate effectively to different audiences
- Provide support for any student support initiative on or off campus to recruit and retain students at NCSC
- Ensure all students in assigned territory are aware of deadlines, application procedures, and financial aid eligibility criteria
- Assist with coordination of Recruiter (CRM) campaigns through assigned roles and responsibilities
- Monitor application and enrollment trends to proactively respond and adjust territory recruitment strategies
- Understand FAFSA deadlines, process, procedures and changes in order to accurately advise students. Make referrals, when appropriate
- Support and assist colleagues with team or department initiatives to accomplish enrollment numbers
- Identify and lead development of recruitment initiatives in region to be conducted through school visits, home visits with parents and individual one-on-one meetings throughout the year to discuss the admissions application, financial aid and scholarship process
- Independently schedule and deliver presentations at area schools, career centers, businesses, libraries and social service agencies as assigned
- Assist with coordination of recruitment events on campus: Open Houses, Counselor Breakfasts, Preview Day (college for a day), High School visits, presentations to community groups, etc.
- Maintain general knowledge of college activities, academic programs and requirements with the ability to refer inquiries to the appropriate personnel
- Assist the Director of Admissions, Recruitment and Gateway Services in the development and implementation of recruitment plans, based on data analysis and integrated with marketing strategies for the college
- Attend appropriate workshops, conferences and seminars for professional growth
- Make referrals to students for career advising and/or personal counseling
- Assist with new student orientation program
- Assist in recruitment budget development
- Supports the Director of Admissions, Recruitment and Gateway services in which additional duties may be assigned to support admission and recruitment initiatives
- Serve on committees as assigned
- Other duties as assigned

REQUIRED QUALIFICATIONS:

- **Education:** Associate’s degree in Communication, Public Relations, Marketing or related field required; Bachelor’s degree in Communication, Public Relations, Marketing or related field preferred.
- **Experience:** Two years’ experience with responsibility for formal and informal presentation and marketing to end-users preferred.

Please express your interest in this position by submitting a letter of application and resume to:

www.ncstatecollege.edu, Click on *Jobs* then jobs@ncstatecollege.edu

or send to

NORTH CENTRAL STATE COLLEGE
Attention: Human Resources
2441 Kenwood Circle, Mansfield, OH 44906

Resumes will be reviewed beginning 9/3/19 and until filled.