

## COORDINATOR OF STUDENT RECRUITMENT

### Job Description

**CATEGORY:** ADMINISTRATIVE AND PROFESSIONAL  
**POSITION STATUS:** FULL-TIME  
**FLSA STATUS:** EXEMPT  
**SALARY CODE:** 20  
**REPORT TO:** VICE PRESIDENT OF STUDENT SERVICES  
**REVIEWED DATE:** JUNE 10, 2019

The incumbent in this job is expected to assist the College in achieving its vision and mission of student success and service to the community. A commitment to excellence, service, and a willingness to assist as needed are expectations for all employees.

#### JOB SUMMARY

Responsible for coordinating, planning, and strategizing all activities that optimize enrollment by attracting new students to the college; providing essential information about the college through visits and presentations throughout the Lower Valley. The Student Recruitment Coordinator works to increase student recruitment and retention, is a professional, positive representative providing information and assistance to potential students, their families, counselors, and other groups interested in our programs. In addition, this person will assist students in making critical transitions, develop academic plans, connect with campus resources, and engage in service learning.

#### ESSENTIAL DUTIES AND RESPONSIBILITIES

- Collaborates with academic departments to promote academic programs. Coordinates programs during specific recruitment events, financial assistance/admission application workshops, and military student recruitment programming to increase new student enrollment.
- Coordinates and implements the recruitment plan including scheduling and reporting on recruitment visits/events.
- Plans and executes both on and off campus recruitment events.
- Follows directives regarding strategic planning and recruitment strategies.
- Represents the college at high school visits, military installations, college fairs, and other college recruitment events.
- Maintains knowledge and understanding of current admissions standards, college placement tests, curriculum prerequisites, degree requirements, and restrictions and exceptions for transfer students.
- Develops and implements effective recruitment strategies for undergraduate freshmen.
- Provides the Student Recruitment Specialist guidance and direction.
- Maintains the integrity of the student database to ensure complete accuracy for local records, as well as state and federal reporting; ensures compliance with external standards set by accrediting, regulatory, state, and federal agencies.
- Assists in researching, analyzing and resolving student disputes as they relate to records and registration.
- Assists in budget development and monitors program budgets and expenditures.
- Assists with preparation and production of new orientation and College commencement exercises.

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- Maintains awareness of best practices, emerging trends and new legislation relating to Admissions and Records functional area.
- Assists with the development, implementation and monitoring of related policies and procedures in collaboration with College Student Services functional area.
- Participates in the process for systematic review and evaluation per the institutional effectiveness model adopted by the College.
- Attends the workplace regularly, reports to work punctually and follows a work schedule to keep up with the demands of the worksite.
- Working hours may include evenings, holidays or weekends depending on deadline requirements and special events.
- Completes duties and responsibilities in compliance with college standards, policies and guidelines.
- Uses interpersonal skills and makes sound judgments to decide how duties and responsibilities are completed between coworkers, the supervisory chain, faculty, staff, students, and customers.
- Completes all required training and professional development sessions sponsored by Texas Southmost College.
- Supports the values and institutional goals as defined in the College's Strategic Plan.
- Promotes positive morale and teamwork within the department and provides exceptional customer service to students, faculty and community.
- Serves on committees as appropriate and as appointed by supervisor.
- Performs other duties as assigned.

### **REQUIRED KNOWLEDGE AND SKILLS**

To perform this job successfully, an individual must be able to perform each essential duty satisfactorily. The requirements listed below are representative of the knowledge, skill, and/or ability required.

- A strong commitment to the mission of Texas Southmost College.
- Demonstrated excellent communication, interpersonal and leadership skills; ability to work independently with little direction.
- Demonstrated organizational skills in handling, directing, and prioritizing multiple and complex assignments/projects and maintaining records.
- Ability to establish and maintain positive and effective working relationships with students, College employees and the public.
- Ability to communicate effectively, both orally and in writing; define problems, collect data, establish facts, and draw valid conclusions; and effectively present information to top management, public groups, and/or boards of directors.
- Ability to respond to common inquiries or complaints from customers, regulatory agencies, or members of the business community. Experience working effectively in a team environment with a customer service focus.
- Proficiency using e-tools in the delivery of recruitment services.
- Experience with working effectively in a team environment with a customer service focus.
- Excellent customer service skills and interpersonal skills.
- Excellent oral and written communication skills.

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- Ability to handle sensitive and extensive confidential data.
- Problem solving skills and the ability to lead, instruct, and handle a large variety of details and to work with all levels of organization.
- Proficient in the use of e-mail, word processing, spreadsheet, database, and presentation software and use of the Internet to access data, maintain records, generate reports, and communicate with others.
- Ability to perform and excel in a high-tech all-digital environment.

### **REQUIRED EDUCATION AND EXPERIENCE**

To perform this job successfully, an individual must be able to perform each essential duty satisfactorily. The requirements listed below are representative of the education and experience required.

- Bachelor's degree from an accredited college or university with three (3) years of administrative experience in a student recruitment functional area in a college or university setting OR an associate's degree from an accredited college or university with five (5) years of experience working in a student recruitment functional area in a college or university setting.
- Must have knowledge and experience with admissions-related rules and regulations in a higher education setting.

### **PREFERRED EDUCATION AND EXPERIENCE**

- Master's degree from an accredited college or university with (2) two years of progressively responsible experience with an emphasis in a student recruitment functional area in a higher education setting.
- Bilingual in English-Spanish

### **CERTIFICATES AND LICENSURES**

None required.

### **PHYSICAL DEMANDS**

The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions. While performing the duties of this job, the employee is frequently required to stand. The employee is occasionally required to walk; sit; use hands and fingers to handle objects, tools, or controls; reach with hands and arms; climb or balance; stoop, kneel, crouch, or crawl; talk or hear; and taste or smell. The employee must frequently lift and/or move up to 10 pounds and occasionally lift and/or move up to 25 pounds. Specific vision abilities required by this job include close vision, distance vision, color vision, peripheral vision, depth perception, and the ability to adjust focus.

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**WORK ENVIRONMENT**

The work environment characteristics described here are representative of those an employee encounters while performing the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions. While performing the duties of this job, the employee occasionally works near moving mechanical parts and is occasionally exposed to risk of electrical shock. The noise level in the work environment is usually moderate.

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Disclaimer:

The duties listed are intended only as illustrations of the various types of work that may be performed. The omission of specific statements of duties does not exclude them from the position if the work is similar, related or a logical assignment to the position. The job description does not constitute an employment agreement between the employer and employee and is subject to change by the employer as the needs of the employer and requirements of the job change.

Are you able to perform these essential job functions with or without reasonable accommodation?

- Yes
- With Accommodations

Employee Signature: \_\_\_\_\_ Date: \_\_\_\_\_

Direct Supervisor: \_\_\_\_\_ Date: \_\_\_\_\_

HR Representative: \_\_\_\_\_ Date: \_\_\_\_\_

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**Posting Specific Questions**

Required fields are indicated with an asterisk (\*).

1. \*How did you hear about this employment opportunity?
  - TSC Website
  - HigherEdJobs
  - Indeed
  - LinkedIn
  - Specialty Job Board
  - Facebook
  - Work-In-Texas/ Texas Workforce Commission
  - Job Fair
  - Personal Referral
2. \*Do you have a bachelor's degree from an accredited college or university with three (3) years of administrative experience in a student recruitment functional area in a college or university setting OR an associate's degree from a regionally accredited college or university with five (5) years of experience working in a student recruitment functional area in a college or university setting?
  - Yes
  - No
3. \*Do you have knowledge and experience with admissions-related rules and regulations in a higher education setting?
  - Yes
  - No
4. Do you have a master's degree from an accredited college or university with two (2) years of progressively responsible experience with an emphasis in a student recruitment functional area in a higher education setting?
  - Yes
  - No
5. Are you bilingual in English-Spanish?
  - Yes
  - No