

## **STUDENT RECRUITMENT SPECIALIST**

### **Job Description**

**CATEGORY:** ADMINISTRATIVE AND PROFESSIONAL  
**POSITION STATUS:** FULL-TIME  
**FLSA STATUS:** EXEMPT  
**SALARY CODE:** 22  
**REPORT TO:** COORDINATOR OF STUDENT RECRUITMENT  
**REVIEWED DATE:**

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**

Under the direction of the Coordinator of Student Recruitment performs the administrative and professional duties primarily for the recruitment of prospective students. Works to increase student recruitment and retention by providing information and assistance to potential students, their families, counselors, and other groups interested in our programs.

#### **ESSENTIAL DUTIES AND RESPONSIBILITIES**

- Provides information and assistance to prospective students regarding admission and financial aid application procedures.
- Conducts one-on-one or group meetings with prospective students and/or parents to disseminate college information.
- Receives and processes documents to complete admissions process for new, returning, transfer and transient students.
- Registers new, transfer, current and returning students for courses.
- Regularly runs data reports in order to accurately assess prospective student caseloads.
- Travels in and out of the service area to attend related outreach events.
- Presents information about financial aid, degree options, college admissions, and student life to prospective students and their parents.
- Develops and facilitates workshops and presentations using PowerPoint and other media solutions.
- Develops, builds, and maintains cordial relationships with assigned high schools, school districts, and other community organizations.
- Designs and requests marketing materials with the guidance of the Coordinator of Student Recruitment.
- Develops strategies to attract prospective students to the college in accordance with enrollment and student success goals.
- Schedules and conducts campus tours and presentations for individuals and groups.
- Collaborates and assists with implementing on and off-campus recruitment activities.
- Works with the Coordinator of Student Recruitment to develop annual plan for department using data generated within the office and from the College to implement recruiting strategies.
- Provides information regarding residency to students, staff and the College community.
- Ensures compliance with SEVIS and other applicable immigration regulations, including determining eligibility of student visas and reviewing correspondence and issuing immigration documents.

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- Verifies/certifies reports, files, enrollment status, records, and applications within FERPA guidelines.
- Participates in preparing for and facilitating student recruitment workshops and presentations.
- Assists with preparation and production of new student orientation and College commencement exercises.
- Maintains awareness of best practices, emerging trends and new legislation relating to Admissions and Registrar functional area.
- Participates in the process for systematic review and evaluation of Student Recruitment functional area per the model adopted by the College, including the development and monitoring of outcomes and plans of action for improvement based on the assessment of those outcomes and plans.
- 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.
- Participates in the development of outcomes, monitors assessment of those appropriate outcomes, and assists in the development of plans of action for improvement based on the assessment of those outcomes.
- Participates in the process for systematic review and evaluation per the institutional effectiveness model adopted by the College.
- 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 work independently according to established schedules and to complete assignments and projects, as per defined timelines.
- Skills in working effectively in a team environment with a customer service focus.

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- 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 other groups.
- Ability to respond to common inquiries or complaints from customers, regulatory agencies, or members of the business community.
- Ability to perform and excel in a high-tech all-digital environment. Excellent customer service skills and interpersonal skills.
- Ability to handle sensitive and extensive confidential data.
- Problem solving skills and the ability to lead, instruct, 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.

### **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 two (2) years of student recruitment or related experience at a college or university setting OR an Associate's degree or 60 hours from an accredited college or university with five (5) years of student recruitment or related experience at 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**

- 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.

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Specific vision abilities required by this job include close vision, distance vision, color vision, peripheral vision, depth perception, and the ability to adjust focus.

**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 two (2) years of student recruitment or related experience at a college or university setting OR an Associate's degree or 60 hours from an accredited college or university with five (5) years of student recruitment or related experience at 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. Are you bilingual in English-Spanish?
  - Yes
  - No