

## POSITION DESCRIPTION

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**POSITION TITLE:** Recruiter & Event Coordinator

**ORGANIZATIONAL UNIT:**  
Student Services

**REPORTS TO:**  
Sr Director of Enrollment Management &  
Student Success

**REVISION DATE:**  
January 2024

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### I. NARRATIVE GENERAL DESCRIPTION

The recruiter and event coordinator spearheads on- and off-campus recruiting events and builds relationships with prospective students while providing guidance and assistance to become a CCC student. In addition, this position will gather and input recruitment data for reporting purposes, prospective student tracking, strategic planning, and budgeting. This position reports directly to the Sr. Director of Enrollment Management and Student Success.

### II. FUNCTIONAL RESPONSIBILITIES

- A. Promote and participate in recruiting and student service events, including but not limited to: Senior Day, Junior Day, Raven Ready Weekend, Tech Days, College Planning Conferences, etc.
- B. Collaborate and assist position supervisor and colleague in developing and implementing enrollment day activities for incoming students and Welcome Weekend Activities.
- C. Professionally represent CCC at recruiting functions, including expos, career planning conferences, and high school on and off-campus visits.
- D. Assist with collecting and tracking required admissions information: applications, high school transcripts, ACT/SAT/Accuplacer scores, letters from high school counselors, etc.
- E. Serve as a liaison to the student and the assigned CCC academic coach/advisor.
- F. Timely follow-up on all recruiting activities (including entering information into the CCC database, alerting coaches and activity coordinators of new recruits, sending follow-up letters, communicating via text or email with prospective students, etc.).
- G. Create reports based on recruiting for all Associates and Certificate programs. Reports will be submitted to the Enrollment Management Committee for dissemination to program leaders.
- H. Schedule and conduct on-campus visits for prospective students. The tour will be all-inclusive: pre-visit organization itinerary, which should include meeting with academic faculty and program directors, introduction to their potential academic adviser/coach, and answering questions. A pre-visit itinerary will be a standard for each visit so that the parents and students may meet with any staff member of the campus community to address any unanswered questions.
- I. Actively engage people through multiple means (face-to-face visits, CCC social media, blogs, phone, etc.) to recruit potential students.
- J. Collaborate with colleagues and staff on a modern and current Recruiting plan.
- K. Schedule and facilitate monthly meetings with activity sponsors and coaches for recruiting.
- L. Provide weekly recruiting logs and share prospective students' information with program directors.
- M. Collaborative work on developing and implementing recruiting procedures and processes.
- N. Schedule monthly contact with high school counselors in the strategically targeted recruiting areas.
- O. Represent the Institution by wearing Raven Gear when working.
- P. Professional presentation when representing the institution.

#### **Equal Opportunity Employment and Nondiscrimination**

The College shall be an equal opportunity employer and shall not discriminate in its employment practices and policies with respect to compensation, terms, conditions, or privileges of employment because of such individual's race, color, religion, sex age, disability or national origin. Applicants requiring reasonable accommodation to the application and/or interview process should notify the Human Resources Department.

- Q. Coordinate with financial aid to provide information to potential new students.
- R. Participate in developing and implementing the institutional assessment plan as required for Higher Learning Commission Accreditation.
- S. Serves on college committees as appointed and is an active participant in college and community activities.
- T. Meet attendance expectations as required for the position, which may include a willingness to work unusual hours, including nights and weekends, as needed.
- U. Within six (6) months after hiring, obtain a physical residence in the southern half of Montgomery County.
- V. Performs special assignments and related duties as assigned.

### **III. POSITIONAL RESPONSIBILITIES**

- A. Establish recruiting and event schedule – Due the first of March for budgeting and organizational purposes
- B. Plan and organize recruiting giveaways
- C. Meet with each program and organize recruiting needs for the upcoming year and as the academic year progresses.
- D. Organize and oversee all recruiting events
- E. Review recruiting data (interest – prospective – moved to student) and provide a report to the direct supervisor for distribution to administration and appropriate institutional committees.

### **IV. SUPERVISES THE FOLLOWING STAFF**

- A. Work Study Students

### **V. REQUIRED KNOWLEDGE, SKILLS, AND PERSONAL QUALIFICATIONS.**

- A. An understanding of the mission and role of comprehensive community college.
- B. Excellent oral and written communication skills; ability to work in a one-on-one situation with prospective students and parents as well as with groups and teams.
- C. Knowledge of admissions and recruiting activities at the collegiate level.
- D. Ability to establish and maintain effective working relationships with other department staff, faculty, students, and the public.
- E. Strong customer service skills.
- F. Creative and innovative organizational skills.
- G. Ability to organize and prioritize work with little supervision.
- H. Valid Driver's License

### **VI. REQUIRED EXPERIENCE**

- A. At least two years' experience in a community college or university in the student services area, specifically in admissions and/or recruiting.
- B. Experience working with students with diverse backgrounds/life experiences.
- C. Computer literacy.

### **VII. REQUIRED EDUCATIONAL BACKGROUND**

Bachelor's Degree required, Masters preferred, from a regionally accredited institution of higher learning recognized by the US Department of Education.

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