

FLORIDA GATEWAY COLLEGE

Job Description

RECRUITER

DISTINGUISHING CHARACTERISTICS:

This is a professional position, assisting the Director of Enrollment Management, Enrollment Specialist, and/or the Coordinator of Dual Enrollment in the planning and organization of various activities designed to promote the college to prospective students. An employee in a position allocated to this class assumes a critical role in the development of contacts with school systems and their students, civic groups, area businesses, organizations and the local community to encourage enrollment at FGC. This position requires the ability to exercise independent judgment and discretion in recommending and implementing effective strategies which relate to a diverse population of individuals the goal of which is to impress upon them the benefits of a college education at FGC.

ESSENTIAL JOB FUNCTIONS:

(Note: The following examples of work as listed in this job description are not necessarily descriptive of any one position in the classification. The omission of specific statements does not preclude management from assigning specific duties not listed herein if such duties are a logical assignment to the position.)

- Works with the Director of Enrollment Management, Enrollment Specialist, and/or the Coordinator of Dual Enrollment to plan, implement and evaluate programs and activities to recruit prospective students for admission to FGC.
- Recruit prospective students by making school visits and attending day/night and weekend college fairs, career days, and community events.
- Assist in identifying target markets and support implementation of the Recruitment Plan.
- Assist in the development and maintenance of a recruitment database.
- Oversee/monitor student assistant participation at recruiting events.
- Assist prospective students, both in person, and at a distance, in the application and enrollment process, including providing staff assistance in the admissions office as needed.
- Cultivate professional relationships with feeder school personnel.
- Respond to inquiries from prospective students using, but not limited to, telephone and e-mail inquiries.
- Plan and/or assist with special events and activities to bring prospective students and other constituent groups to the campus.
- Foster and cultivate positive interactions with other departments and academic divisions across campus.
- Represent FGC at off-campus activities/events as needed.
- Plan and organize special events and activities.
- Extensive travel within the north Florida geographical area is required.
- Must have a valid, unencumbered driver's license.
- Must have excellent and effective oral and written communication skills and excellent computer skills.

(These essential job functions are not to be construed as a complete statement of all duties performed. Employees will be required to perform other job related marginal duties as required.)

MINIMUM QUALIFICATIONS:**KNOWLEDGE, SKILLS AND ABILITIES:**

Knowledge of FGC and its programs. Ability to work in a wide variety of off-campus settings. Ability to work evenings, weekends and holidays as needed. Ability to drive/travel both at day and night within the north Florida geographical area. Ability to work independently and communicate effectively both orally and in writing. Ability to effectively plan, organize and coordinate work assignments. Ability to analyze and identify recruitment markets. Ability to effectively use word processing and computer programs. Must have excellent interpersonal skills and be able to work with a diverse college community and non-college community population. Ability to speak with and before large public audiences.

EDUCATION AND EXPERIENCE:

Associate's degree is required with two (2) years of related professional experience. Must have a valid, unencumbered driver's license. A Bachelor's degree and previous experience in recruiting or working with the public is desirable. Must be computer literate with experience in Word and Excel.

ESSENTIAL PHYSICAL SKILLS:

Acceptable eyesight (with or without correction).
Acceptable hearing (with or without hearing aid).
Moderate (15 to 44 lbs.) lifting and carrying.

ENVIRONMENTAL CONDITIONS:

Works inside in an office environment and at off campus locations. Some outside work required at event attendance.

(Reasonable accommodations will be made in accordance with existing ADA requirements for otherwise qualified individuals with a disability.)