



Recruiter
Job Description

DIVISION/DEPARTMENT: Enrollment Management

DATE TO BE FILLED: Immediately

SALARY: Commensurate with Experience

SUMMARY

The applicant will be required to visit high schools and develop/maintain counselor contacts, to provide reports and accountabilities for recruitment activity in and out-of-state, and to meet with prospective students and parents to provide information about college requirements, costs, programs, and activities. The applicant must maintain an active recruitment ledger and contribute to positive strategies to the task of enrolling students. The applicant will also be responsible for helping to plan and implement one or more activities, including, but not limited to, High School/Junior College Career Day, telephone campaigns, data entry, publications development departmental liaisons, and alumni outreach.

Employee must be a naturally persuasive, creative problem solver who thrives in an upbeat environment with non-standard and varied working hours. A self-motivated, enthusiastic, goal-oriented individual with superior presentation, organizational, and interpersonal skills and will have demonstrated ability to follow direction, problem solve, manage multiple priorities and meet goals. This is a sales-like admissions and prospect management approach to a designated recruitment territory in an environment where recruiters are responsible for reaching enrollment and net revenue goals assigned to them. Daily responsibilities include communication with a large number of prospective students through heavy phone outreach. Personal e-mails, notes, individual appointments, and group presentations are also expected. **This position will involve the planning of prospective student recruitment activities, extensive outreach and travel. Bilingual desired.**

REQUIREMENTS

The applicant must have a bachelor's degree. The applicant must have strong interpersonal, written, and oral communication skills. The applicant must also have good computer skills (knowledge of PowerPoint software is a plus). Additionally, the applicant must have the ability to transport, lift, and carry bulky recruitment materials to remote sites while working alone. The applicant must possess a valid driver's license.

RESPONSIBILITIES

- Daily responsibilities include communication with a large number of prospective students through heavy phone outreach. Personal e-mails, notes, individual appointments, and group presentations are also expected. This position will involve the planning of prospective student recruitment activities, extensive outreach and travel.
- Includes evening and weekend work, extensive phone use and telemarketing, travel, and directive counseling for individuals and groups.
- Must become knowledgeable about all aspects of Rust College including academic programs, campus events and activities, orientation, athletics, housing, financial aid, billing, college policy, and important dates.
- Through heavy use of outgoing contacts via phone, email, IM, etc., the recruiter cultivates, engages, grades, persuades and closes prospective students. Always qualifies conversation and generates next steps (application, enrollment deposit, FAFSA, housing application, registration, etc.).
- Determine the best next contact for each of the hot prospects in the territory. This involves regular use of the arsenal, which comprises both printed and web information collected for this purpose and members of the campus community - i.e., faculty, alumni, current students, coaches and parents of current students.



RESPONSIBILITIES Cont'd

- Leads group information sessions and meets one-on-one with parents and prospective students to provide information and assist in the application process; gives campus tours.
- After receipt of application materials, determines and informs students of acceptance and award of scholarships.
- Reviews files for acceptance and presents admission recommendation to admissions committee, reviews files for scholarships.
- Makes financial aid packaging/depth sounding calls.
- Researches, plans and executes fall and spring travel for recruitment, by evaluating previous years' productivity; coordinates travel plans with college and guidance counselors; meets with prospective students at educational fairs to inform them about the college, i.e., application process, scholarships, financial aid, majors, campus activities and on-campus housing.
- Cultivate relationships with alumni, guidance counselors and other constituents in the territory to assist with the recruitment process and other duties as assigned.

ABOUT US

Rust College is a historically black college located in Holly Springs, Mississippi. Rust is a private, coeducational, four-year, residential, comprehensive Liberal Arts institution affiliated with the United Methodist Church. Founded in 1866, the college faculty, staff, and students have diverse social, cultural, ethnic, racial, and national backgrounds. The college is located 35 miles east of Memphis, TN, with forty-seven buildings on a one hundred twenty-six-acre campus. Often referred to as the "citadel on the hill," the campus and historic town provide the perfect backdrop for fulfilling the mission to equip and inspire students for excellence and service in their communities and throughout the world.

RUST COLLEGE IS AN EQUAL OPPORTUNITY\AFFIRMATIVE ACTION EMPLOYER

SPECIAL INFORMATION

The Federal Government requires that every individual hired since May 31, 1987, complete the I-9. This requirement is in response to the Immigration Reform and Control Act of 1986. Form I-9 has been developed to verify that persons are eligible to work in the United States.