



COLLEGE RECRUITER

DEFINITION

Under general supervision, plans, organizes, and performs a variety of focused and specialized recruitment and outreach activities aimed at increasing college enrollment and reaching diverse student populations; prepares and distributes recruitment materials to prospective students; assumes responsibility for serving as a liaison between the District and local high schools and colleges; and performs related duties as assigned.

SUPERVISION RECEIVED AND EXERCISED

Receives general supervision from assigned supervisory and management personnel. Exercises no direct supervision over staff.

CLASS CHARACTERISTICS

This classification is responsible for independently performing professional and technical duties in support of the District's student recruitment and outreach programs. Positions at this level exercise judgement and initiative in their assigned tasks, receive only occasional instruction or assistance as new or unusual situation arise and are fully aware of the operating procedures and policies of the work unit.

EXAMPLES OF TYPICAL JOB FUNCTIONS

Management reserves the right to make reasonable accommodations so that qualified employees with verified medical conditions can perform the essential functions of the job.

- Coordinates focused recruitment activities for the District; develops recruitment plans and schedules; prepares information and correspondence for students, campus faculty and staff; assists members of recruitment teams; contacts potential students; and provides input on advertising activities to District management.
- Serves as a liaison and District representative to local high schools and universities; organizes information on attending college; provides information regarding Early College and Dual Credit programs; coordinates and participate in recruitment visits; assists in the preparation of K-16 meetings, functions and luncheons; maintains ongoing contacts with principals, counselors, and teachers.
- Participates in and assists with on- and off-campus college and career fairs and other special educational and cultural programs and activities, including but not limited to early outreach in K-12.
- Disseminates recruitment information to prospective students, high schools, community members, places of business and institutions of post-secondary education, including working collaboratively with university representatives.
- Performs a variety of office duties including maintaining records and files, preparing brochures, fliers, and disseminating information regarding college programs, support services, and community resources.
- Maintain close working relationship with college counselors, faculty staff, parents, and attend appropriate meetings.
- Conducts campus tours; develops and schedules university tours for District transfer students.
- Collaborates effectively with high school and middle school faculty, staff, and administrators.
- Trains and provide work direction to designated staff, student workers, and volunteers, as assigned.
- Works productively and cooperatively with others by demonstrating respect, patience and equitable treatment of all internal and external customers.
- Observes and complies with District and mandated safety rules, regulations, and protocols.

- Performs other related duties, as assigned.

QUALIFICATIONS

Knowledge of:

- Local, State and Federal laws, rules, regulations, and Education Code requirements for assigned programs.
- Effective public speaking skills and community relations techniques.
- Web-based technologies and software.
- Methods and techniques of developing recruitment materials and presentations.
- Matriculation procedures and steps to attending college.
- Current and innovative outreach and recruitment practices.
- District and department organization, operations, policies, and objectives.
- Processes and standards for planning and implementing student outreach and recruitment programs.
- District and mandated safety rules, regulations, and protocols.
- Techniques of providing a high level of customer service by effectively interacting with students, staff, faculty, representatives of outside organizations, and members of the public, including individuals of diverse academic, socio-economic, ethnic, religious and cultural backgrounds, physical ability, and sexual orientation.
- The structure and content of the English language, including the meaning and spelling of words, rules of composition, and grammar.
- Modern equipment and communication tools used for business functions and program, project, and task coordination, including computers and software programs relevant to work performed.

Ability to:

- Plan, organize, implement, and evaluate large-scale on- and off-campus events.
- Develop a variety of specialized and innovative outreach and recruitment publications.
- Perform unique and specialized duties to coordinate, communicate and process information.
- Effectively present recruitment related information to multiple groups in public settings.
- Motivate students to achieve goals.
- Read, interpret, apply and explain complex rules, regulations, policies and procedures.
- Maintain records, files, and retrieve data.
- Train and provide work direction and guidance to designated staff, student workers and volunteers.
- Facilitate and lead discussion groups.
- Serve as college representative to partner schools.
- Conduct research on program matters.
- Independently organize work, set priorities, meet critical deadlines, and follow-up on assignments.
- Use tact, initiative, prudence, and independent judgment within general policy and procedural guidelines.
- Effectively use computer systems, software applications, and modern business equipment to perform a variety of work tasks.
- Communicate clearly and concisely, both orally and in writing using appropriate English grammar and syntax.
- Work effectively and demonstrate sensitivity to, and understanding of, the diverse academic, socio-economic, ethnic, religious, and cultural backgrounds of community college students.
- Establish, maintain, and foster positive and effective working relationships with those contacted in the course of work.

Education and Experience:

Any combination of training and experience that would provide the required knowledge, skills, and abilities is qualifying. A typical way to obtain the required qualifications would be:

Education:

- Equivalent to an associate degree with coursework in social science, social services, education, marketing, human resources or a related field.

Experience:

- Three (3) years of experience providing support to a student education or student services program, student recruitment and/or outreach program, or a related field.

Licenses and Certifications:

- Possession of a valid California Driver's License, to be maintained throughout employment.

PHYSICAL DEMANDS

Must possess mobility to work in a standard office setting and use standard office equipment, including a computer; vision to read printed materials and a computer screen; and hearing and speech to communicate in person and over the telephone. This is primarily a sedentary office classification with occasional travel to recruitment fairs, local area schools, and businesses, where standing in work areas and walking between work areas may be required. Finger dexterity is needed to access, enter, and retrieve data using a computer keyboard and to operate standard office equipment. Positions in this classification occasionally bend, stoop, kneel, reach, push, and pull drawers open and closed to retrieve and file information. Employees must possess the ability to lift, carry, push, and pull materials and objects up to 10 pounds.

ENVIRONMENTAL CONDITIONS

Employees work in an office environment and educational campus settings, with moderate noise levels, controlled temperature conditions, and no direct exposure to hazardous physical substances. Employees may interact with upset staff and/or public and private representatives in interpreting and enforcing departmental policies and procedures.