

**FLORIDA STATE COLLEGE AT JACKSONVILLE  
JOB DESCRIPTION, 2017**

**STUDENT RECRUITER**

**FLSA STATUS: NON-EXEMPT – PAY GRADE: 13 - C**

**JOB FAMILY: STUDENT SERVICES      JOB FUNCTION: STUDENT SERVICES**

**GENERAL STATEMENT OF JOB**

The Student Recruiter works in collaboration with Recruitment Department leadership and College administrators. This position will be responsible for the development and implementation of student recruitment and enrollment development plans for a defined set of College Associate degree programs. Individuals in this position possess a general level of knowledge on a wide variety of topics including admissions and enrollment, program offerings, financial aid options and regulations, student development, and student engagement. Individuals in this position recruit students as a primary duty, but are called to assist with special events and programs as needed. This position is expressly responsible for implementing enrollment development strategies and executing communication plan requirements. It also is responsible for direct recruitment and admissions facilitation of students and for collaborating with student service personnel in working with students as they enter the College.

**CHARACTERISTIC DUTIES AND RESPONSIBILITIES**

Arrange and conduct recruitment activities in area feeder schools, facilitating relationships between campus personnel (faculty and staff) and school personnel, to optimize high school to FSCJ matriculation in both credit and non-credit programs.

Arrange and conduct student recruitment activities in schools, industries, and community agencies.

Work directly with prospective and current students, helping them with any information, admissions, registration or retention needs they may have.

Build relationships with campus faculty, students and administrators to identify activities for enrollment and execute communications development with Recruitment leadership to enhance quantity and quality of prospective students.

Interact and integrate with current and prospective students in formal (such as focus groups and surveys) and informal ways to gauge and measure student perceptions and to identify market and serviced enhancement opportunities.

Serve as a catalyst, facilitator, clearinghouse, and advocate for prospective students seeking services required for access to campus programs.

Organize campus resources and implement tele-counseling and relationship-building enrollment development initiatives.

Write and edit copy for communication vehicles related to program line enrollment development initiatives and communication plan segments, as assigned.

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Monitor program communications, publications, etc. to ensure that communication tools used in enrollment development and student service efforts adhere to College-wide standards.

### **SUPERVISION RECEIVED**

Supervision is received from the appropriate supervising administrator.

### **SUPERVISION EXERCISED**

Employees may act in a lead capacity directing support staff, as assigned.

### **MINIMUM QUALIFICATIONS**

Associate's degree from an accredited institution supplemented by three (3) years of related experience in communications, marketing, public relations, recruitment, sales or student services.

### **MINIMUM QUALIFICATIONS OR STANDARDS REQUIRED TO PERFORM ESSENTIAL JOB FUNCTIONS**

**Physical Requirements:** Must be physically able to operate a variety of machines and equipment including computer, office equipment, telephone, etc. Physical demands are essentially those of sedentary work. Tasks may require extended periods of time at a keyboard or workstation.

**Data Conception:** Requires the ability to compare and/or judge the readily observable, functional, structural or compositional characteristics (whether similar to or divergent from obvious standards) of documentation, files, accounts, and equipment.

**Interpersonal Communication:** Requires the ability to speak and/or signal people to convey or exchange information. Includes issuing and receiving assignments, instructions, and/or directions.

**Language Ability:** Requires ability to read standard English, as well as basic technical data, policy and procedure manuals, codes, etc. Requires the ability to prepare forms and reports using prescribed formats. Requires the ability to communicate with a broad array of individuals from various professional backgrounds.

**Intelligence:** Requires the ability to apply principles of logical thinking to define problems, collect data, establish facts and draw valid conclusions; to interpret a variety of instructions or inquiries furnished in written and/or oral form; to acquire knowledge of topics related to occupation.

**Verbal Aptitude:** Requires the ability to record and deliver information, to explain procedures, and to follow oral/written instructions. Must be able to communicate effectively with co-workers, the public, and students.

**Numerical Aptitude:** Must be able to add, subtract, multiply and divide; calculate decimals and percentages.

**Form/Spatial Aptitude:** Requires the ability to inspect items for proper length, width and shape, and visually read various information.

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**Motor Coordination:** Requires the ability to coordinate hands and eyes accurately in operating modern office equipment and machinery.

**Manual Dexterity:** Must have minimal levels of eye/hand/foot coordination.

**Color Discrimination:** May not require the ability to differentiate between colors and shades of color.

**Interpersonal Temperament:** Requires the ability to deal with people beyond receiving instructions. Must be adaptable to performing under moderate levels of stress, imposed by frequent deadlines, peak workloads, or public/student contact.

**Physical Communication:** Requires the ability to talk and hear: (talking: expressing or exchanging ideas by means of spoken words; hearing: perceiving nature of sounds by ear).

**Environmental Requirements:** Tasks are regularly performed without exposure to adverse environmental conditions (e.g., dirt, cold, rain, fumes).

Effective: 7/2017