

## **North Florida College Job Description**

**Job Title:** Coordinator of Recruitment  
**Department:** College Advancement  
**Reports To:** Director of College Advancement  
**FLSA Status:** Exempt (Professional)  
**Prepared By:** Employee Services  
**Prepared Date:** May 30, 2018  
**Revised Date:** April 26, 2022

### **SUMMARY**

Supervises/Manages campus-wide recruitment initiatives. Manages the Office of Recruitment.

The Coordinator of Recruitment takes a leadership role in successfully strategizing and implementing the College's recruitment and outreach initiatives so as to measurably increase prospective student interest in and applicants to the College.

This position should: gather information, analyze student data, formulate a recruitment plan, and make recommendations for events, promotions, digital advertising, social media, and other means of reaching prospective students. This position will report directly to the Director of College Advancement.

### **ESSENTIAL DUTIES AND RESPONSIBILITIES**

Below are listed the primary tasks identified for this position. The duties indicate the majority of the functions assigned to this position. Other duties may be assigned based on institutional need.

1. Plan and implement creative, targeted recruitment programs addressing specific recruitment objectives within the institution.
2. Strengthen and expand the reach of our recruitment presence at area high schools by creating strategic and aggressive recruitment plans built on analysis of historic data, research into secondary institutions, and ongoing assessment of recruitment effectiveness.
3. Expand and strengthen recruitment practices geared towards nontraditional and adult learners.
4. Develop a recruitment strategy for minority students
5. Initiate and manage implementation of innovative and effective prospect and applicant follow-up campaigns.
6. Oversee a calendar of campus-wide recruitment activities (on-and off-campus).
7. Manage recruitment staff
8. Plan and execute multiple recruitment events throughout the year to include coordinating the annual Super Saturday event.
9. Conduct training events for all recruitment personnel to ensure that a clear, consistent message and information regarding all NFC programs is timely and accurate.
10. Coordinate Recruitment efforts with other departments to ensure quality presentation, organized representation, and cohesive efforts.
11. Establish and maintain rapport with community organizations to maintain a presence in our six-county service district
12. Assist in the planning/marketing of new programs.

13. Leverage technology to maintain effective reporting practices for recruitment activities and to effectively manage prospect and applicant follow-up activities.
14. Monitor the recruitment budget.
15. Stay informed and current on all program deadlines and policies.
16. Requires working knowledge of computer hardware and software to include Microsoft Office and Ellucian Banner.
17. Serve on assigned committees.
18. Attend monthly Board of Trustees meetings, when necessary, to provide updates on recruitment and student development.
19. Assist the Director of College Advancement as needed.
20. Must have valid driver's license, proof of insurance, and reliable vehicle; use of vehicle may be required for local travel.

### **SUPERVISORY RESPONSIBILITIES**

This job has supervisory responsibilities.

### **QUALIFICATIONS**

To perform this job successfully, an individual must be able to perform each essential duty satisfactorily. The requirements listed below are representative of the knowledge, skill, and/or ability required. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

### **EDUCATION and/or EXPERIENCE**

Bachelor's degree from an accredited four-year college or university and a minimum of two years related experience and/or training.

### **LANGUAGE SKILLS**

Must have excellent written and spoken communication skills to serve as an articulate spokesperson for the mission and values the college and to work effectively within the department and with key offices

Ability to read, analyze, and interpret general business periodicals, professional journals, technical procedures, or governmental regulations. Ability to write reports, business correspondence, and procedure manuals. Ability to effectively present information and respond to questions from groups.

### **MATHEMATICAL SKILLS**

Ability to calculate figures and amounts such as discounts, interest, commissions, proportions, percentages, area, circumference, and volume.

### **REASONING ABILITY**

Ability to solve practical problems and deal with a variety of concrete variables in situations where only limited standardization exists. Ability to interpret a variety of instructions furnished in written, oral, diagram, or schedule form.

### **CERTIFICATES, LICENSES, REGISTRATIONS**

None

### **PHYSICAL DEMANDS**

The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

While performing the duties of this job, the employee is regularly required to use hands to finger, handle, or feel; reach with hands and arms; talk or hear; and taste or smell. The employee frequently is required to sit. The employee is occasionally required to stand; walk; climb or balance; and stoop, kneel, crouch, or crawl. The employee must frequently lift and/or move up to 25 pounds and occasionally lift and/or move up to 50 pounds. Specific vision abilities required by this job include close vision, distance vision, color vision, peripheral vision, depth perception, and ability to adjust focus.

### **WORK ENVIRONMENT**

The work environment characteristics described here are representative of those an employee encounters while performing the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

While performing the duties of this job, the employee is occasionally exposed to outside weather conditions. The noise level in the work environment is usually moderate.