Overview:

Reporting to the Director of Admissions and Recruitment and working under the lead of the Assistant Director of Admissions and Recruitment, the recruitment counselor’s primary responsibility is to provide leadership in the areas of counseling, admission advising, follow-up, coordination of various recruitment events, delivery of presentations, application workshops, as well as other recruitment activities to serve returning students (students who have left Fresno State and did not earn an undergraduate degree).

Major Duties of the job include:

1. Serve as the primary point of contact for the recruitment of returning students.
2. Work with campus partners to identify and assess data on students who leave the university.
3. Develop, implement, and provide assessment of a comprehensive recruitment plan to increase the enrollment of returning students.
4. Engage with students through interviews, strategic messaging, events, and workshops.
5. Meet with students one-on-one or in groups.
6. Advise and provide support to returning transfer students who intent to return to the university including transcript review, course articulation and equivalencies using various tools such as ASSIST, PeopleSoft, Transfer Evaluation System (TES) and U-achieve.
7. Work closely with the returning student admissions specialist and academic recruitment counselors.
8. Collaborate with other campus entities such as University Advising Center (UAC), Financial Aid and Scholarships, Student Housing, Career Development Center, Registrar, and others to facilitate the admission of returning students and to ensure policies and practices are administered in the best interest of the students.
9. Track students and their progress as they work toward returning to Fresno State.
10. Develop relationships with institutions and organizations that cater to students who left Fresno State and explore opportunities for visitations, hosting appointments, and conducting presentations.
11. Attend events that cater to students who left Fresno State.
12. Analyze data and provide recommendations for strategies supporting the enrollment of returning students.
13. Inform, counsel, advise and assist prospective returning students in their decision making.
14. Inform, counsel, advise and assist disqualified returning students in their decision making.
15. Plan, coordinate and execute follow-up strategies for the matriculation of returning applicants and assist them at various stages of the admission process.
16. Provide recruitment and activity reports as requested by the director.
17. Assist in the development, execution and maintenance of a comprehensive marketing and communication plan including mails, emails, phone calls, text, brochures, webinars, and social media.
18. Coordinate events that cater to returning students.
19. Travel on occasional basis and work some evenings and weekends.
20. Perform other duties as assigned and approved by the director.

Secondary Duties of Job Include:

1. Keep up-to-date regarding policies and procedures related to admissions, academic programs, general education and related university information.
2. Assist with other various office programs and activities.
3. Perform other job-related duties and special projects as assigned or approved by the director.
Supervisory Responsibility:

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<th>Who supervises/leads this position:</th>
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<td>Who is responsible for completing the Performance Appraisal:</td>
<td>Director</td>
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<td>What other classifications does this position provide lead, work oversight:</td>
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**Minimum Requirements: Knowledge, Skills and Abilities:**

**Knowledge of:**
- Knowledge of the practices, procedures and activities associated with providing counseling and advising services to students.
- General knowledge of the methods and problems of organizational and program management.
- Knowledge of research and interviewing techniques and the principles of individual and group behaviors.
- Knowledge and sensitivity to issues encountered by at-risk students.
- Knowledge of study techniques and retention intervention strategies.
- Knowledge of computer office equipment and systems and ability to use a broad range of technology, and software packages (Microsoft Office Suite, Google applications and social media.)

**Skill/Ability to:**
- Ability to work with students who may disclose sensitive and personal information in an understanding and supportive manner.
- Ability to maintain confidentiality of student records and apply federal and state FERPA and Information Privacy Act regulations.
- Analyze, interpret and apply policies and procedures.
- Demonstrate initiative and resourcefulness in planning work assignments and in implementing long-range program improvements.
- Obtain factual and interpretative information through interviews.
- Reason logically and carry out a variety of professionally complex assignments successfully.
- Research, compile and analyze data and prepare reports, justifications, and recommendations.
- Ability to effectively organize tasks in a fast-paced and team-oriented work environment.
- Excellent communication and interpersonal skills with ability to develop, facilitate and execute workshops, presentations and events.
- Ability to analyze complex situations accurately and adopt effective courses of action with regards to the pre-admission advising of students individually and in groups.
- Ability to serve as a resource to students, staff and the campus community in responding to inquiries and providing detailed information concerning student academic success, retention and graduation.
- Recognize multicultural, multi-sexed and multi-aged value systems and work accordingly.
- Ability to establish and maintain cooperative working relationships with students, staff, faculty and other members of the University community, and promote a positive, service oriented, collegial work environment.
- Ability to maintain cooperative working relationships with people from diverse ethnic, cultural, and socio-economic backgrounds.
- Ability to carry out a variety of professionally complex assignments successfully.
- Rapidly acquire a general knowledge of the overall operation, functions and programs of California State University, Fresno
- Work flexible hours including evenings and some weekends, and travel extensively.

**Education and Experience**
- Bachelor’s degree in one of the behavioral sciences or job-related field
- Two years of professional experience related to student recruitment/outreach, community/industry outreach, agricultural education/communication, or in a related field providing counseling and advising service.
- A Master’s degree in a job-related field may be substituted for one year of professional experience
- Possession of a valid, current Class “C” California driver’s license and a good driving record.
Employee Name: [Name]  
Position: SSPII, Recruitment Counselor  
Department: Admissions & Recruitment  
Date Prepared: 10-2022

### WORKING ENVIRONMENT

Check the appropriate box which most accurately describes the extent of the specific activity performed by the employee on a daily basis. If the activity is performed less than one (1) hour each day, check the N/A box.

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