



**A. Position Data**

Incumbent: Vacant/Recruitment EmplID: \_\_\_\_\_ Date: \_\_\_\_\_

Working Title: Recruitment Specialist Work Direction Given By: Director of Marketing & Recruitment (Lead)

Department: Professional & Continuing Education Reports To Title: Director of Marketing & Recruitment (Appropriate Administrator)

Division: Academic Affairs College (if applicable): \_\_\_\_\_

Reason:

Vacant Position  Classification Review / In Range Progression  Revision  Performance Evaluation  New Hire

Is this a new position? Yes

Classification Title: Student Services Professional (SSP) III Job Code: 3084

Position Number: 00005426 Level/Range/Grade: 1

FLSA Code:  Exempt  Non-Exempt Time Base:  Check box if Intermittent

Pay Plan:  10/12 month  11/12 month  12/12 month CBU/MOU: R07-Clerical/Administrative CSUEU

**B. POSITION PURPOSE**

Working independently, under general direction of the Marketing & Recruitment Director, the Professional & Continuing Education (PCE) Recruiting Specialist performs highly complex duties related to the development of recruitment and enrollment strategies for undergraduate, graduate, and professional students. This position is key in the College's financial, viability, sustainability as well as its inward and outward visibility with appropriate stakeholders. The incumbent will create and implement program recruitment, communication, and outreach plans that lead to increased applications and enrollments to ensure the success of the programs.

**SPECIAL REQUIREMENTS/DESIGNATIONS OF THE POSITION:**  
 California State University, Chico, in accordance with CSU policy, requires that the successful candidate complete a background check (including a criminal records check, sexual offender registry check, and/or fingerprinting) prior to assuming this position. Failure to satisfactorily complete or pass the background check may impact the job offer or continued employment of current CSU employees who apply for posted positions identified as sensitive. This position is considered a sensitive position based on CSU guidelines. Incumbent is responsible for the safety and security of Level 1 data, sometimes also referred to as Level 1 protected data. This is confidential information that is in most cases protected by statutes, regulations, or other legal mandates.

The person holding this position is considered a "General Mandated Reporter" under the California ChildAbuse and Neglect Reporting Act and is required to comply with the requirements set forth in CSU ExecutiveOrder 1083 (revised July 21, 2017) as a condition of employment.

**C. ESSENTIAL FUNCTIONS AND RESPONSIBILITIES**

"NOTE: This Position Description is intended to give an overview of the essential job functions, the general supplemental functions and the essential requirements for the performance of this job. It is not an exhaustive list of all duties and responsibilities of this positions. Other functions consistent with your *Classification Standards* may be assigned as deemed necessary."

Does this position include Work Lead Responsibilities? No

List Functional Category with Responsibilities:	% of Time	Priority Weight
<b>OUTREACH &amp; RECRUITING:</b> * The Specialist will work within a learner-focused recruitment model to ensure that prospects experience engaging, relevant, and personalized communications from inquiry through enrollment.	30%	

List Functional Category with Responsibilities:

- \* Using independent judgment and discretion, respond to all inquiries, from both on-and-off campus, in a timely manner to ensure minimum number of students are enrolled to launch new or maintain existing degree program viability.
- \* Collaborate with program leads, advisors, and faculty to efficiently identify and target prospective (primarily online) student audiences and develop messaging strategies and communications.
- \* Maintain excellent communication with prospective students throughout the recruitment and application process.
- \* Assess prospective student's needs, goals, and preparedness for their desired program.
- \* Assess eligibility requirements and processing of student applications for undergraduate transfer, graduate, and professional programs students.
- \* Write promotional recruiting materials and develop a variety of recruiting techniques.
- \* Handle multiple work priorities, organize and plan work and projects, and work well within a team environment.
- \* Apply CSU, Chico/PCE/CSU policies and procedures to individual situations.
- \* Write compelling and engaging content, adhering to University writing style guidelines.
- \* Represent the University and Professional & Continuing Education to the community and develop working relationships.

**SUPPORTING ENROLLMENTS FOR PROGRAM SUCCESS**

30%	
-----	--

- \* Collaborate with Marketing and Program teams to meet enrollment goals, and participate in meetings and activities involving prospective students, faculty, staff, and industry partners.
- \* Gather data to assist the entire program team with assessing the need for new, additional, and/or updated educational offerings.
- \* Facilitate online info sessions and webinars with appropriate program representatives to recruit prospective students and orient new students.
- \* Create the structure, process, and timelines for recruiting and yield communications to meet program enrollment goals.
- \* Develop program-centered communications content for a wide variety of online degree, certificate, and professional programs spanning multiple disciplines.
- \* Ensure information about programs is current, complete, and clear throughout website(s), in emails, social media campaigns, and in other forms of recruitment communications and collateral.
- \* Maintain sufficient knowledge of program curricula and current career/labor market data to connect best fit programs to prospective students' academic goals.
- \* Establish relationships with Enrollment Management, Admissions, Graduate Studies, and other key University departments to ensure coordinated communications targeted to online students.
- \* Develop relationships throughout the California Community Colleges system and communicate regularly regarding degree-completion programs and application and admission cycles.
- \* Planning and constructing plans to recruit students to new and existing academic and professional programs.

**ADMINISTRATION - DATA & REPORTING:**

20%	
-----	--

- \* Work closely with the PCE marketing team and other programming and registration staff to share recruiting updates, gather information, and ensure all-around program success.
- \* Prepare and present high level data to senior leadership and program partners for purposes of assessing the need for new, additional, and/or updated educational offerings.
- \* Serve as a resource to academic departments delivering online certificates, degree-completion programs, and graduate programs, particularly related to recruitment and retention data.
- \* Collect and analyze student retention data to recommend enhanced student services to increase graduation rates, with an emphasis on diverse populations.
- \* Monitor and interpret state laws regarding the authorization of online courses and programs and how they apply to online University courses and programs to determine compliance.
- \* Maintain the State Authorization (SARA) documentation for the University and provide administrative support to new programs seeking required state authorizations.
- \* Analyze student recruitment trends and deliver periodic reports in response to requests from on campus units as well as external agencies, including the Chancellor's Office.
- \* Synthesize quantitative and qualitative information and clearly communicate findings and recommendations to a variety of constituents.

List Functional Category with Responsibilities:

% of Time	Priority Weight
-----------	-----------------

20%	
-----	--

**ONLINE STUDENT ENGAGEMENT & ADVOCACY**

- \* Support fully online students with issues related to application, registration, financial aid, or other student services. Troubleshoot application issues/problems and report issues as appropriate.
- \* Update students about available online campus resources, events, and extracurricular opportunities.
- \* Facilitate online student participation in virtual orientations, commencement, and other student events.
- \* Update online students about campus resources/events and extracurricular opportunities available to them virtually to support student and program success.
- \* Coordinate with the Student Learning Center, Career Center, and other student services to engage fully online students.
- \* Solicit student testimonials for purposes of recruiting and storytelling and share with PCE Marketing & Communications Coordinator for production.

Total should equal 100% Time and 100 Weight

Total

100%	0
------	---

**D. GENERAL GUIDELINES AND EXPECTATIONS**

1. Represents the University promoting a positive public image.
2. Acknowledges, respects, and values each individual.
3. Applies the highest standard of excellence to the delivery of service to our customers and community.
4. Demonstrates an open, participatory, team-oriented style; working cooperatively toward the achievement of your department's mission and goals; and demonstrating flexibility and adaptability regarding changes.
5. Keeps commitments. Notifies supervisor if a deadline cannot be met by describing what measures can be taken to correct the situations.
6. Maintains knowledge and skills at a level necessary to perform work.
7. Adheres to established work hours including starting time, and lunch and rest breaks. Provides appropriate planning and notice for all absences.
8. Is fiscally responsible with the organization's equipment, property and funds.
9. Adheres to the highest level of professionalism by demonstrating honesty, integrity and reliability. Encourages others to act in this professional manner.
10. Demonstrates the ability to effectively establish and maintain cooperative working relationships with a diverse multi-cultural environment.

**Additional Guidelines and Expectations**

Replace this text with any additional guidelines and expectations. This box will expand as needed when you tab to next field.

**E. QUALIFICATIONS**

To perform this job successfully, an individual must be able to perform each essential duty satisfactorily. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

This position requires the ability to effectively establish and maintain cooperative working relationships within a diverse multicultural environment.

**1. Demonstrated Knowledge, Skills and Abilities**

Must have the knowledge, skills and abilities to perform the responsibilities of this position as stated in the sections for Essential Functions and Responsibilities, Work Lead Responsibilities (if applicable) and General Guidelines and Expectations.

**KNOWLEDGE:**

Incumbent must possess:

Thorough knowledge of:

- \* The principles of individual and group behavior.

Working knowledge of:

- \* Student services programs outside the program to which immediately assigned.
- \* The principles, practices, procedures, activities, and major trends in the Student Services field to which assigned, or the ability to rapidly acquire such knowledge.
- \* The methods and problems of organizational and program management.
- \* Research and interview techniques.

General knowledge of:

- \* The principles, practices and trends of the Student Services field.
- \* Individual counseling techniques.
- \* Organizational procedures and activities of the specific campus to which position is assigned, or ability to rapidly acquire such knowledge.

Fluent with standard office equipment (computers, copiers, phones) and standard office software packages such as, Microsoft Office, such as Word, Excel, and Outlook.

**SKILLS:**

Incumbent must possess:

- \* Judgment to recommend solutions to problems and changes in program procedures.
- \* Technical expertise to recommend change in program procedures to act as spokespersons for the program in their area of expertise and resolve problems within their area of assignment.
- \* Tact and persuasiveness to achieve understanding and cooperation.
- \* Planning and organizational skills.
- \* Advanced human relations skills to interact with highly visible student groups and interact with persons with hostile reactions and bring such situations under control.

**ABILITIES:**

Incumbent must have the ability to:

- \* Interpret and apply program rules and regulations.
- \* Use initiative and resourcefulness in planning work assignments and in implementing long-range program improvements.
- \* Obtain factual and interpretative information through interviews.
- \* Reason logically; collect, compile, analyze and evaluate data and make verbal or written presentations based on these data.
- \* Advise students individually and in groups on complex student-related matters.
- \* Recognize multi-cultural, multi-sexed and multi-aged value systems and work accordingly.
- \* Establish and maintain cooperative working relationships with faculty, CSU administrators, student organizations, private and public agencies and others in committee work, and student advising and community contacts.
- \* Rapidly acquire a general knowledge of the overall operation, functions and programs of the campus, and specific objectives of the campus Student Services program and its relationship to the total campus operation.
- \* Make decisions and carry through actions having implications with regard to other program or service areas Services Office.
- \* Analyze complex situations accurately and adopt effective courses of action.
- \* Determine appropriate courses of action and proper techniques to utilize while engaged with individuals in personal interactions of an argumentative or sensitive nature.
- \* Interpret and evaluate descriptions and explanations of problems brought forward by individuals or student organizations, analyze and define the problem, draw valid conclusions and project consequences of various alternative courses of action.
- \* Carry out a variety of professionally complex assignments without detailed instructions.
- \* Perform assigned duties.

**2. Education and/or Experience**

**EDUCATION:**

Equivalent to graduation from a four-year college or university in one of the behavioral sciences, public or business administration, or a job-related field.

AND

**EXPERIENCE:**

Three years of full-time professional experience in one of the student services program areas or in a related field; experience should give evidence of competence and indicate the potential for further growth.

A Master's degree in a job-related field may be substituted for one year of the professional experience.

Additional specialized experience which demonstrates the applicant has successfully applied the knowledge and abilities of a Student Services professional may also be substituted for required education on a year-for year basis.

**F. PHYSICAL REQUIREMENTS**

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

Incumbent/applicant will need to be able to perform the essential job functions (duties) of this position with or without reasonable accommodation. This position alternates between remaining in a stationary position operating a personal computer for long periods of time and frequently moving about inside the office. Must be able to travel across campus to other offices and buildings for meetings and events. Also refer to the Physical Requirements & Work Environment form regarding this position.

**G. WORK ENVIRONMENT**

This is a fast-paced, highly collaborative work environment. A flexible schedule to accommodate early morning, evening, or weekend hours that may be required, as needed, including occasional travel. Also refer to the Physical Requirements and Work Environment form related to this position.

**H. PREFERENCES - This section is for recruitment purposes only**

Please indicate what special skills, education or knowledge are preferred.

**I. ADDITIONAL RECRUITMENT INFORMATION - This section is for recruitment purposes only**

The ideal candidate for this position will be an articulate, organized, results-driven, team player with the resiliency to

**APPROVAL**

*In Order of Approval*

Incumbent: \_\_\_\_\_ Date: \_\_\_\_\_

Appropriate Administrator: \_\_\_\_\_ Date: \_\_\_\_\_

Vice President (or Designee): \_\_\_\_\_ Date: \_\_\_\_\_

Classification/Compensation: \_\_\_\_\_ Date: \_\_\_\_\_