

Sonoma State University is committed to achieving excellence through teaching, scholarship, learning and inclusion. In line with our Strategic Plan and our Seawolf Commitment, our values include diversity, equity, sustainability, community engagement, respect, responsibility, excellence and integrity. We strive to cultivate a community in which a diverse population can learn and work in an atmosphere of civility and respect. We encourage innovation, experimentation and creativity, as well as contributions to equity and inclusion, in the pursuit of excellence for all members of our university community.

Position Purpose: Reporting to and under the general supervision of the Director of Student Outreach and Recruitment, the Outreach and Recruitment Counselor (Counselor) is responsible for achieving undergraduate and supporting graduate enrollment goals established each term and year. This includes, but is not limited to, goals developed from the University Strategic Enrollment targets from which lead generation and applicant conversion goals will be met by the Counselor and conducted by recruitment, outreach events, and other activities within an assigned territory. The Counselor is responsible for generating leads through recruitment travel and managing lead generation tactics deployed in the assigned territory; conducts appropriate follow-up with leads generated to gain their application to the college; interviews prospective students and supports new applicants through the enrollment process.

Major Duties: Major duties of the position include, but are not limited to, the following:

- In coordination with and approval of the Director of Student Outreach and Recruitment, the Counselor coordinates a Recruiting and Outreach plan for external regional stakeholders to support the enrollment goals of an assigned territory. This includes, but is not limited to, setting times and locations for the Counselor to represent the University by tabling and presenting at College Fairs, Career Fairs, at local high schools, Community College Transfer Fairs, and other community-based organizations.
- Develops annual strategic recruitment plans, manages territory budget and reports upon their yields weekly.
- Conducts effective communication in alignment with the Director of Student Outreach and Recruitment to deploy digital communication strategies. This includes, but is not limited to, the development and hosting of webinars and other virtual relative events; conducts in-person and remote enrollment advising sessions; and racks and monitors communication yields that are executed through University standard communication tools like texting and email campaigns.
- Works closely with alumni engagement to partner on prospective student and alumni mentoring events in assigned territory.
- Makes data-informed decisions under the direction of the Director of Student Outreach and Recruitment to make recommendations as to how to best spend the marketing budget to support assigned territory.
- Plans and executes on-campus recruitment events in collaboration with other departments across the campus.
- Utilizes a CRM tool to track and report upon all leads and maintains up-to-date records, notes, and statuses, and ensures all qualified leads are converted in the system.
- Tracks and converts recruitment yields from Seawolf Saturdays, Preview Days, Information Sessions and other relative University-sponsored recruitment events that are in-person or virtual.
- Monitors and tracks conversion yields throughout the enrollment process for assigned territory.
- Tracks return on investment with recruitment travel, advertising, paid digital marketing initiatives and expenditures within assigned territory.
- Develops solid understanding of the University's travel and expenditure policies and completes expense reports and related administrative duties in an accurate, timely, and efficient manner.
- Attends weekly scheduled meetings with the Director of Student Outreach and Recruitment and campus Outreach/Enrollment team staff to discuss and coordinate recruitment events and activities, plan recruitment strategy, and analyze prospect, applicant, and enrollment data.

Secondary Duties: Performs other secondary duties as assigned.

Work Environment: Duties will primarily take place in an assigned territory and in an office setting however additional duties may be performed in various locations on the Sonoma State University campus, including working both indoors and outdoors to support and participate in university activities and events. A significant time will be spent off campus at recruitment events which can be held at schools, community colleges, convention centers at both indoor and outside areas. Service delivery can vary from individual sessions, small and large group presentations, and hosting informational tables. There will be instances when the incumbent must make presentations and answer questions in front of large groups of individuals, and in noisy environments, often without the assistance of microphones or other devices.

As an exempt employee you have some flexibility in your schedule however must be available during the regular campus hours Monday through Friday to meet the operational needs of the campus and department. Evening and weekend hours may be required and will be specified only by the supervisor to meet operational needs. This position may also be eligible to participate in the campus Telecommuting Program to engage in limited telecommuting as operationally feasible. The incumbent must maintain regular and acceptable attendance at such levels as is determined by the Appropriate Administrator. The position will require domestic and possible international travel, by automobile and airplane, and the incumbent must be able to work some night and weekend hours with overnight stays.

This position requires, with or without reasonable accommodations, the ability to frequently sit, move or stand for office and/or event functions, be at a computer for 6-8 hours/day, occasionally reach with hands and arms, climb or balance, stoop and kneel and lift objects of up to 20 lbs in weight.

Minimum Qualifications: This position requires the equivalent to graduation from a four-year college or university. Additional specialized experience during which the applicant has acquired and successfully applied the knowledge and abilities shown above may be substituted for the required education on a year-for-year basis. Possession of these knowledge and abilities is typically demonstrated through the equivalent of two years of professional experience in admissions, 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. One to three years of prior or current experience with sales, recruitment or marketing in higher education or related industries is highly preferred. Intermediate proficiency with computers, including standard office technology and Microsoft Office (Word, Excel) required. Knowledge of Google Suite, PeopleSoft, CRM tools, student information systems, virtual and mobile devices, and online applications preferred. Bilingual such as, Spanish, Arabic, Mandarin, Cantonese or any other language preferred. The incumbent must possess and/or be able to obtain and thereafter maintain a passport.

This position also requires the following:

- Working knowledge of enrollment requirements, policies and procedures in higher education.
- General knowledge of University academic programs, student services, and campus opportunities and programs.
- General knowledge of research and interview techniques; and principles of individual and group behavior.
- Ability to interpret and apply enrollment rules and regulations as well as an ability to quickly learn and apply a variety of state, federal, CSU and Sonoma State University policies and procedures that intersect with admissions and financial aid.
- Skill in interviewing and counseling students in an academic environment.
- Ability to advise students individually and in groups.
- Skill in listening perceptively and conveying awareness and comprehension.
- Ability to express ideas clearly and communicate effectively in both oral and written form.
- Ability to write clear, concise, accurate, and grammatically correct reports and communications.

- Ability to speak effectively and make presentations to both small and large audiences and in dynamic environments.
- Ability to effectively advise, work, and communicate with all levels within the university and with persons from diverse social, cultural and economic backgrounds.
- Ability to work as a team member and collaborate with others to achieve required results.
- Ability to establish and maintain productive and effective, inclusive working relationships amongst diverse populations including staff, faculty, administration, students, and other internal and external constituents.
- Ability to actively participate in, and contribute to, committee work and group meetings.
- Ability to accept constructive feedback.
- Ability to reason logically.
- Ability to collect, compile, analyze, evaluate, and forecast enrollment data affiliated with admissions, recruitment, and marketing and make verbal or written presentations based on these data.
- Ability to take initiative and work independently in prioritizing assignments, establishing organized work plans, short- and long-range goals, long-range program improvements, and accessing challenges and taking appropriate action.
- Ability to adjust to change (work environment, technology, policies, business processes, etc.).
- Ability to use standard office and presentation equipment.
- Ability to learn and keep up to date with changing trends in technology and enrollment support.
- Ability to exercise sound judgement and well-versed with organizational change management.
- Ability to articulate the mission and goals of the University.
- Must also possess the ability to operationalize sustainability concepts (economy, society, environment) into all aspects of performing job duties.