



## JOB/POSITION DESCRIPTION

### Coordinator of Online Recruiting

#### APPLICATION PROCESS AND HIRING TIMELINE INFORMATION

To apply for this position you should submit an application ([www.kwu.edu/jobs](http://www.kwu.edu/jobs)), a cover letter, and a resume/curriculum vitae. Please email your application materials to [melanie.overton@kwu.edu](mailto:melanie.overton@kwu.edu) (preferred method) or mail the same to Human Resources, Campus Box 33, Kansas Wesleyan University, 100 E. Claflin, Salina, KS 67401-6196.

**KWU is an Equal Opportunity Employer and encourages diversity in employment.** We will not check references or past employers without first notifying you of our intent to do so. We will acknowledge receipt of your application as soon as we receive it.

#### ADMINISTRATIVE INFORMATION

**JOB'S TITLE:** Coordinator of Online Recruiting

**JOB'S OPERATING GROUP:** Admissions Office

**OPERATING GROUP'S PURPOSE AND MAJOR RESPONSIBILITIES:** The Admissions Office works in partnership with all segments of the KWU community to identify and recruit best-fit students for KWU.

**JOB'S DIRECT SUPERVISOR:** Director of Admissions, VP of Enrollment Management

**DATE JOB LAST REVIEWED OR ANALYZED:** REVISED by Melanie Overton, VP of Enrollment Management: September 2019.

**JOB'S EMPLOYMENT CLASSIFICATIONS:** Full-Time, Non-Exempt Staff, At-Will

#### JOB INFORMATION

**JOB SUMMARY:** This position is responsible for designing and executing strategies to build awareness, reputation, and enrollment in KWU's online programs

**JOB WORKS WITH:** Works directly with the Admissions Department, program directors, potential students, and with local and regional employers and communities.

**JOB'S STAFF AUTHORITY:** none

**JOB'S BUDGET AUTHORITY:** Submits and administers a budget necessary to achieve the promotional and recruitment activities required of the position.

**JOB'S PHYSICAL WORKING CONDITIONS:** 70% indoor, temperature controlled environment, and 30% outdoor and travel environment. Duties include walking, standing, speaking, writing, filing, planning, etc. Ability to operate a motor vehicle and to engage in overnight and weekend travel is required. Some lifting and carrying of materials (5-50 pounds) is required.

**JOB'S UNUSUAL HAZARDS OR WORKING CONDITIONS:** none

**JOB'S EQUIPMENT:** University phone system, University computer system, desktop computer.

**JOB'S WORK SCHEDULE:** Normal 40 hour work week from 8am-5pm, with additional evening and weekend work as required.

**JOB'S TRAVEL REQUIREMENTS:** Evenings, weekends and occasional overnight travel is expected and required as needed to fulfil the duties and responsibilities of the position.

#### JOB DUTIES/RESPONSIBILITIES AND PERFORMANCE MEASURES

##### **JOB'S ESSENTIAL DUTIES/RESPONSIBILITIES:**

1. **Strategy Development (30%)** Design recruitment strategies for each program: MBA, online undergraduate, and RN to BS program. Produce an annual marketing and recruiting plan and adjust as needed. Stay abreast of market trends,

and share information with each program head, Director of Admissions, and respective Vice Presidents. Work with faculty, career services, and employers to implement niche strategies.

2. **Marketing (20%):** Work with Enrollment Marketing Specialist to implement mass market strategies in each of the three areas. Work with the university MARCOM office to ensure accurate and attractive web pages for our online programs. Provide monthly reports to Director of Admissions assessing overall progress toward each goal.
3. **Identifying and Recruiting Qualified Graduate and Online Applicants (40%):** Responsible for identifying and recruiting qualified applicants to the graduate and online. Communicates effectively with each program director to ensure prospective students' needs are met.
4. **Special Events (10%):** Participate in special events as requested by the Director of Admissions, to include move-in days and recruiting events for traditional undergraduates and online students.

## JOB QUALIFICATIONS

### EDUCATION:

- MINIMUM REQUIRED: Bachelor's Degree
- PREFERRED: Master's Degree

### CERTIFICATIONS AND LICENSES:

- MINIMUM REQUIRED: Must have or be able to obtain a valid driver's license.
- PREFERRED: NONE

### WORK EXPERIENCE:

- MINIMUM REQUIRED:
  - At least 1 year of related professional work experience in higher education enrollment management or in a similar sales or customer service capacity.
- PREFERRED:
  - More than 3 years of related professional work experience in higher education enrollment management.
  - A record of superior and sustainable performance in graduate and online programing, as well as a thorough knowledge of, familiarity with and experience in the admissions field and explaining policies and procedures to prospective students.
  - A background in understanding of the needs of graduate students and those solely interested in graduate as well as undergraduate online programs.

### KNOWLEDGE, SKILLS, ABILITIES, and ATTITUDES – KSAA's:

- MINIMUM REQUIRED:
  - Demonstrable ability to meet and exceed goals and expectations of employer.
  - Demonstrable ability to succeed in a competitive environment.
  - Demonstrable ability to handle pressures of constantly competing priorities.
  - Demonstrable alignment with the mission and vision of KWU.
  - Demonstrable professional level oral and written communication skills.
  - Demonstrable proficiency in using Word and Excel.
  - Demonstrable ability to maintain confidentiality.
  - Possess a passion for the small, private, liberal arts educational community.

## NOTICE OF SPECIAL JOB OR EMPLOYMENT REQUIREMENTS

1. THIS JOB/POSITION DESCRIPTION IS NOT DESIGNED TO COVER OR CONTAIN A COMPREHENSIVE LIST OF ALL DUTIES AND RESULTS TO BE PERFORMED IN THIS POSITON. DUTIES AND PERFORMANCE STANDARDS MAY BE ADDED, SUBTRACTED, AND/OR CHANGED BY YOUR SUPERVISOR AT ANY TIME DUE TO CHANGES IN DEPARTMENT OR UNIVERSITY REQUIREMENTS.

2. Unless exempt due to an employment contract signed by the President of the University, all employees of Kansas Wesleyan are to be considered as an “at-will” employee.
3. All employees of Kansas Wesleyan University are considered to be “responsible employees” pertaining to Title IX regulations concerning both the prevention and reporting of sexual assault or harassment situations. As such, all employees must communicate with the Title IX Coordinator if they witness or hear about a sexual assault or harassment situation.
4. Kansas Wesleyan University is an equal opportunity employer and complies with EEOC and ADA employment requirements. It is and has been the policy of Kansas Wesleyan University to grant equal opportunity to all qualified persons without unlawful discrimination based on race, color, gender, age, national origin, ancestry, ethnicity, disability, sexual orientation, religion, or veteran status.
5. All “offers of employment” are subject to a criminal background check prior to employment.