

Salina Area Technical College
2562 Centennial Road
Salina, KS 67401

Title: Recruitment Coordinator

Required Qualifications:

- Bachelor's degree or equivalent combination of education and experience
- Advanced interpersonal communication, and presentation skills
- Advanced time-management and fiscal responsibility
- Ability to work closely with faculty and SATC staff
- Ability to use various technologies and software including the internet, MS Word, MS Excel, MS PowerPoint, MS Outlook
- Professional knowledge & experience with social media and website technology for businesses and recruitment communication
- Ability to gather, analyze, interpret and act on data collections
- Driver's license and clean driving record
- Ability to work evenings and weekends and travel

Preferred Qualifications:

- A sense of humor
- Experience working at a post secondary institution
- Marketing, sales, recruiting, and event-planning experience
- Strong organizational and self-directing skills
- Ability to use various software such as the Adobe Creative Suite, and SonisWeb or similar computer information or data management systems

Reports To: Vice President of Student Services

Job Goal: This job has a major impact on organization, operation and funding. The position is responsible for developing overall recruiting and enrollment strategy. This position is part of the Student Services Division and is responsible for all aspects of the recruiting department, including but not limited to: scheduling visits and making presentations locally and statewide at career fairs, CPC conferences, high schools, on-campus events, various civic group and various events on and off campus. The culmination of all processes is to provide information on the college and lead to increased student admissions.

Performance Responsibilities:

1. Work closely with college staff to establish enrollment goals and monitor progress of enrollment goals. Integrate instructional staff in recruiting efforts.
2. Attend local and statewide career fairs, CPC Conferences, high schools, and other events related to the dissemination of college information. This position will be off campus 3-5 days per week dependent on time of year.

3. Collect and manage prospective recruitment data. Work with SATC staff to manage data within SonisWeb (Student Information System).
4. Coordinate and conduct the recruitment process for students including call-backs, interviewing, notifications, mass emails, and other mass and individual communication processes.
5. Coordinate and facilitate open house events and other recruitment events on campus
6. Develop and utilize a variety of methods of student recruitment and social marketing to increase student enrollment including but not limited to high school visitations, home visits, recruiting fairs, conferences, student mailings and electronic communications including Facebook and Twitter.
7. Assist with campus promotional events including but not limited to car shows, enrollment days, new student orientation, student appreciate events, graduation, etc
8. Establish and maintain relationship with external agencies including local workforce development, WIA, Job Service Center, VocRehab, Salina Adult Education Center and others.
9. Create and deliver exceptional recruiting presentations - verbal, visual and electronic - to various audiences for the purpose of increasing student enrollment and providing educational information.
10. Develop advanced knowledge of all aspects of the college system including admissions, registration, financial aid, instruction, college policy and procedures.
11. Develop and maintain strong relationships with high school counselors, instructional staff and potential students interested in technical education careers.
12. Be an active member of KACARO and other applicable professional groups for college admissions and/or recruitment.
13. Attend meetings/seminars at the local/state level for the purpose of presenting or receiving information necessary for the fulfillment of this position.
14. Counsel with students to determine appropriate program of study and accept application materials
15. Other duties as assigned

Physical Requirements/Environmental Conditions:

1. Occasional physical exertion to manually lift, carry, push, pull or move objects or materials less than 50 pounds
2. Involves standing and sitting in approximately equal amounts of time
3. Occasional stooping, bending, and reaching
4. Requires extended work hours and flexible schedule for recruiting needs
5. Use of standard office equipment including laptop, LCD projector, video equipment
6. Travel in-state and out-of-state is required

Salary/Benefits: Salary range is from \$29,000 - \$31,900. Participation in college flexible benefit program which includes partially paid single and family health and dental coverage, 403(b) investment plan, reimbursement accounts, and Kansas Public Employee Retirement System (KPERs), vacation and sick leave.

Classification: Professional/Technical - Exempt

Total Hours Worked: Variable

Working Days: Typically Monday –Friday

- Work Hours:** Hours will vary. Travel is required and there are some overnight events.
- Position Start:** Open until filled
- Applications Due:** Open until filled – review of applications will begin immediately upon receipt
- Additional Requirements:** Successful applicants will be required to pass a drug screening and background check

This job description may be changed at any time and does not constitute a contract or agreement.

Salina Area Technical College welcomes the application of any qualified candidate and does not discriminate on the basis of race, color, age, sex, creed, marital status, ethnic origin, disability or veteran status. We are an affirmative action/equal opportunity employer. We comply with Title IX of the Educational Amendments of 1972. We comply with the rehabilitation act of 1973, the Vietnam Era Veteran's Readjustment Assistant Act of 1974, and the Americans with Disabilities Act.