

# DIRECTOR OF UNDERGRADUATE RECRUITMENT AND ENROLLMENT

Department: Undergraduate Recruitment and Enrollment

Reports To: Dean of Enrollment

Position Summary: Lead motivationally and by example the team responsible for recruitment and admission of traditional undergraduate students to North Park University contributing to the fulfillment of institutional recruitment, enrollment, and revenue goals.

Essential Responsibilities:

- Develop and implement an undergraduate recruitment plan.
- Oversee and effectively manage all organizational processes and procedures relative to undergraduate recruitment with a view to continuous improvement in quality, efficiency and service.
- Oversee the implementation of policies and procedures relative to undergraduate admission.
- Oversee the development and implementation of annual plan and strategy for student visit experiences.
- Monitor the awarding of financial aid packaging and communication with families about financial aid awards, assisting and intervening with families when appropriate in financial aid discussions.
- In consultation with supervisor work with counselors to plan and implement a schedule of church contacts and visits, high school visits, and college fairs.
- Plan and lead regular team meetings.
- Be responsible for recruitment for a recruitment territory, contributing directly to meeting enrollment goals.
- Work with Director of Enrollment Communications to ensure web and mail communications effectively support recruitment priorities and goals.
- Work with the Director of Enrollment Communications to maximize potential of Datatel Recruiter to automate and track communications to students, parents, and others involved in student recruitment.
- Ensure staff are trained and effectively and consistently utilize Datatel Recruiter to the maximum extent possible.
- Maintain awareness of best practices and trends in student recruitment, integrating such knowledge into the North Park recruitment strategy.
- Participate in and contribute to work teams as assigned.
- With the dean of enrollment, facilitate involvement and support of faculty, staff and other departments in student recruitment.
- With the dean of enrollment, plan and implement plans for team and individual staff training focused on student recruitment and customer service.
- Other responsibilities as assigned by the dean of enrollment.

Essential Qualifications:

- Personal commitment to and ability to effectively articulate North Park's mission and philosophy of Christian higher education.
- Bachelor's degree is required, master's degree preferable.
- Excellent interpersonal, oral and written skills.
- Able to work independently.
- Must be able to work non-traditional hours, including evenings and weekends.
- Must be able to travel as assigned.
- Five years of successful work as an admission professional is required.
- Five – seven years in sales is highly desirable.
- Demonstrated ability to manage people and systems.
- Excellent team oriented interpersonal, oral and written skills.
- Ability to collaborate and develop partnerships between different organizational groups.
- Able to transport and set up travel displays and related materials and lift 50 pounds.
- Adaptable and flexible, able to prioritize and respond effectively to multiple demands.
- Computer literacy in Microsoft Word, Excel, Outlook, and databases needed.
- Possess an aptitude for working with general office equipment: phone (voicemail), computers (e-mail, Internet), facsimile machines, and copiers.

Other Desirable Qualifications:

- Valid IL driver's license and clean driving record.

Effective Date: 2011, anticipated start date June 1, 2011.

*NOTE: Nothing in this job description restricts the supervisor's right to assign or reassign duties and responsibilities to this job at any time.*