

# UNDERGRADUATE RECRUITER

Department: Office of Undergraduate Recruitment and Enrollment

Reports To: Director of Undergraduate Recruitment and Enrollment

Position Summary: To recruit and counsel prospective undergraduate students, and their parents, to North Park University through personal sales and relationship management from the inquiry stage through to matriculation.

## Essential Responsibilities:

- Develop and submit for review to Director of Undergraduate Recruitment and Enrollment an annual marketing plan for generating student applications through school visits, college fairs, and church visits for assigned territory.
- Plan personal travel in fulfillment of approved marketing plan, including a minimum number of school and church visits in conjunction with college fairs.
- Meet annual goals for assigned territory.
- Develop and maintain competence in use of Datatel Recruiter and Colleague.
- Establish, build, and maintain relationships with prospective students and their parents and provide them with accurate information through campus interviews, phone conversations, and email.
- Meet weekly phone contact expectations established by supervisor, including making and receiving calls while away from the office, day or night and weekends.
- Document in Datatel Recruiter summary content of all communication with prospective students and their parents within 4 hours of contact.
- Participate in open houses and other on-campus recruitment events as assigned.
- Conduct campus interviews of prospective students and their family.
- Submit weekly call reports as determined by supervisor.
- Involve faculty in recruiting individual students as appropriate.
- Become conversant with all NP programs.
- Become knowledgeable about North Park financial aid policy and able to discuss with prospective students and their parents.
- Develop relationships within assigned territory with:
  - High School guidance counselors in feeder and potential feeder high schools
  - Covenant church pastors and youth pastors.
  - College readiness program personnel when appropriate.
- Attend admission staff meetings and develop collegial relationships with other staff.
- Participate in staff development programs.
- Work an “early” and “late” work schedule as assigned by director (i.e., three days per week 8:30 a.m. to 5:00 p.m., two days per week 10:00 a.m. to 6:30 p.m. or 11:00 – 7:30 p.m.).
- Work evenings and weekends for special events, including Saturday office rotation.
- Lead, participate in and contribute to work teams as assigned.

## Essential Qualifications:

- Personal commitment to and ability to effectively articulate North Park’s mission and philosophy of Christian higher education.

- Bachelor's degree required master's degree desirable.
- 5 – 7 years work experience in student recruitment or related sales experience.
- Excellent interpersonal, oral and written skills.
- Able to work independently.
- Fluency in Spanish desirable.
- Must be able to work non-traditional hours, including evenings and weekends.
- Must be able to travel as assigned.
- Comfortable traveling throughout country via airports and vehicles.
- Able to transport and set up travel displays and related materials.
- 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.
- Valid IL driver's license and clean driving record.

Effective Date: August 2012

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