Definition of Class
This is a professional position in which the incumbent coordinates comprehensive leadership programs, events and functions in an effort to recruit prospective University students. The incumbent serves as a key member of the leadership team and frequently makes decisions by exercising discretion and independent judgment in developing, implementing and coordinating leadership programs and other recruitment activities; selecting and training student leaders and mentors, and promoting the University in a variety of ways using marketing strategies and public relations skills. This position reports to the Senior Associate Director of Admissions.

Examples of Work Performed
Plans, develops, implements, coordinates and evaluates recruitment activities and leadership programs for prospective students.

Coordinates the recruitment, selection and training of student leaders and mentors to assist with program implementation.

Serves as a representative to the Mississippi Association of Collegiate Registrars and Admissions Officers (MACRAO).

Represents the University at various recruitment events to interpret state-mandated and institutional admissions requirements, provide financial information and guidelines, and give information regarding courses of study and other facets of the University to prospective students, both traditional and non-traditional, and to families and school counselors and other officials.

Participates with the departmental leadership in meetings to develop annual recruitment plans, define key schools, set new student enrollment targets and devise strategies to reach those targets.

Devises and implements a plan to increase the likelihood those prospects will enroll at the University.

Provides admissions information and guidelines regarding financial aid, courses of study, etc. to prospective students and parents/guardians.

Designs and updates print, web and social media materials to promote leadership programs.

Conducts presentations and on-campus interviews of prospective students and their parents or guardians; assists in arranging campus tours; attends training programs and staff development meetings.

Coordinates and manages the travel calendar for college fairs, visits and recruitment invitations.

Monitors the budgets for assigned leadership programs and recruitment events.

Creates and maintains prospect records in the campus recruiting management (CRM) system; prepares reports and analyzes data to make recommendations for effective coordination of recruiting efforts.

Performs related or similar duties as required or assigned.
Essential Functions
These essential functions include, but are not limited to, the following. Additional essential functions may be identified and included by the hiring Department.

1. Develops, coordinates and implements recruitment and leadership programs.
2. Selects and trains student leaders and mentors.
3. Counsels prospective students and parents regarding the admissions process and the University.
4. Prepares reports and analyzes data to identify trends and make recommendations.

Minimum Qualifications
These minimum qualifications have been agreed upon by Subject Matter Experts (SMEs) in this job class and are based upon a job analysis and the essential functions. However, if a candidate believes he/she is qualified for the job although he/she does not have the minimum qualifications set forth below, he/she may request special consideration through substitution of related education and experience, demonstrating the ability to perform the essential functions of the position. Any request to substitute related education or experience for minimum qualifications must be addressed to The University of Mississippi’s Department of Human Resources in writing, identifying the related education and experience which demonstrates the candidate's ability to perform all essential functions of the position.

Physical Requirements: These physical requirements are not exhaustive, and additional job related physical requirements may be added to these by individual agencies on an as needed basis. Corrective devices may be used to meet physical requirements.

Physical Exertion: The incumbent may be required to lift up to approximately 50 pounds.

Vision: Requirements of this job include close vision.

Speaking/Hearing: Ability to give and receive information through speaking and listening.

Motor Coordination: While performing the duties of this job, the incumbent is frequently required to sit. The incumbent is periodically required to talk and hear. The incumbent is occasionally required to stand; walk; reach with hands and arms; and stoop, kneel, crouch or bend.

Experience/Educational Requirements:

Education: Bachelor's Degree from an accredited four-year college or university.

AND

Experience: Two (2) years experience related to the above described duties.

Licensure: Must have a valid driver’s license upon employment and a State of Mississippi driver’s license within (30) days of employment.

Substitution Statement: Related experience may be substituted for education, on a basis set forth and approved by the Department of Human Resources.

Interview Requirements
Any candidate who is called for an interview must notify the Department of Human Resources in writing of any reasonable accommodation needed prior to the date of the interview.