



Job Title: Admissions Recruiter

CLASSIFICATION DESCRIPTION

Department: Varied
Pay Grade: 108
FLSA Status: Exempt
Remote Work Eligible: No

JOB SUMMARY

This position plans and implements recruiting activities in an assigned recruitment territory, for an assigned student population, or assigned academic program. Responsibilities include: implementing personal recruitment strategies ranging from in-person activities to digital outreach; using a variety of modalities to engage prospective students; engaging prospective students via social media, email and other digital platforms; selecting high schools and/or community organizations to visit; scheduling visits; attending college fairs; interviewing prospective students; reviewing transcripts; coordinating events and activities; developing community partnerships; and maintaining records of activities.

DISTINGUISHING CHARACTERISTICS

N/A.

ESSENTIAL JOB FUNCTIONS

- Creates awareness of the College's programs and services within the community using a variety of communication methods including public speaking engagements, email, phone and information sessions, and/or performing related activities with additional focus on social media outreach.
- Plans and implements recruitment strategies.
- Performs a variety of student support activities, which includes: interviewing prospective students; reviewing transcripts; following up with prospective students; responding to student inquiries; and performing related duties.
- Prepares, maintains, files, and reviews a variety of operational records and reports.
- Prepares and delivers presentations to potential students; follows up and corresponds with prospective student inquiries.
- Establishes relationships with high school counselors.
- Collaborates and conducts College-wide recruitment initiatives; promotes College programs; and participates in high school application drives.
- Tracks potential student data.
- Assists applicants in completing application.
- Plans and conducts tours.

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- Performs other duties as assigned.

MINIMUM EDUCATION AND EXPERIENCE REQUIREMENTS

Bachelor’s degree; two (2) years of related work experience in academic advising or admissions; or any equivalent combination of education, training, and experience which provides the requisite knowledge, skills, and abilities for this job.

KNOWLEDGE, SKILLS AND ABILITIES

Knowledge of:

- Higher education recruitment strategies;
- Communication strategies;
- College admissions strategies;
- Student service operations;
- Public relations principles;
- Customer service principles; and
- Computers and related software applications.

Skills in:

- Planning;
- Speaking in public;
- Using online/social media communication;
- Providing customer service;
- Using database management systems including CRM, spreadsheets, and database analysis;
- Preparing presentations;
- Using a computer and related software applications; and
- Communication, interpersonal skills as applied to interaction with assigned workers, coworkers, supervisor, the general public, etc. sufficient to exchange or convey information and to give and receive work direction.

Ability to:

- Implement recruitment plans; and
- Identify appropriate prospective students.

CERTIFICATION, LICENSE AND SPECIAL REQUIREMENTS

Valid Florida Driver’s License.

PHYSICAL DEMANDS

This work typically requires the following physical activities to be performed. A complete description of the activities below is available upon request from Human Resources.

(X = Required to perform essential job functions)

Physical Activities		Physical Activities	
Balancing – maintain equilibrium to prevent falling while walking, standing, or crouching.	X	Pushing – use upper extremities to press against objects with force, or thrust forward, downward, outward.	X
Climbing – ascending, descending ladders, stairs, ramps, requires body agility.	X	Reaching – extending hands or arms in any direction.	X
Crawling – moving about on hands, knees, or hands, feet.	X	Repetitive Motion – substantial movements of wrists, hands, fingers.	X

Crouching – bending body forward by bending leg, spine.	<u>X</u>	Speaking – expressing ideas with spoken word, convey detailed, important instructions accurately, concisely.	<u>X</u>
Feeling – perceiving attributes of objects by touch with skin, fingertips.	<u>X</u>	Standing – for sustained periods of time.	<u>X</u>
Fingering – picking, pinching, typing, working with fingers rather than hand.	<u>X</u>	Stooping – bending body downward, forward at waist, with full motion of lower extremities and back.	<u>X</u>
Grasping – applying pressure to object with fingers, palm.	<u>X</u>	Talking 1 – expressing ideas by spoken word.	<u>X</u>
Handling – picking, holding, or working with whole hand.	<u>X</u>	Talking 2 – shouting to be heard above ambient noise.	<u>X</u>
Hearing 1 – perceiving sounds at normal speaking levels, receive information.	<u>X</u>	Visual Acuity 1 – prepare, analyze data, transcribing, computer terminal, extensive reading.	<u>X</u>
Hearing 2 – receive detailed information, make discrimination in sound.	<u>X</u>	Visual Acuity 2 – color, depth perception, field of vision.	<u>X</u>
Kneeling – bending legs at knee to come to rest at knees.	<u>X</u>	Visual Acuity 3 – determine accuracy, neatness, observe facilities/structures.	<u>X</u>
Lifting – raising objects from lower to higher position, moving objects side to side, using upper extremities, back.	<u>X</u>	Visual Acuity 4 – operate motor vehicles/heavy equipment.	<u>X</u>
Mental Acuity – ability to make rational decisions through sound logic, deductive reasoning.	<u>X</u>	Visual Acuity 5 – close acuity for inspection of small defects, machines, use measurement devices, or fabricate parts.	
Pulling – use upper extremities to exert force, haul or tug.	<u>X</u>	Walking – on foot to accomplish tasks, long distances, or site to site.	<u>X</u>

TYPE OF WORK

Work performed is primarily:

- Sedentary work*: Exerting up to 10 pounds of force occasionally and/or negligible amount of force frequently or constantly to lift, carry, push, pull or otherwise move objects, including the human body.
- Light work*: Exerting up to 20 pounds of force occasionally, and/or up to 10 pounds of force to move objects.
- Medium work*: Exerting up to 50 pounds of force occasionally, and/or up to 30 pounds of force frequently, and/or up to 10 pounds of force constantly to move objects.
- Heavy work*: Exerting up to 100 pounds of force occasionally, and/or up to 50 pounds of force frequently, and/or up to 20 pounds of force constantly to move objects.
- Very heavy work*: Exerting in excess of 100 pounds of force occasionally and/or in excess of 50 pounds of force frequently, and/or in excess of 20 pounds of force constantly to move objects

WORK ENVIRONMENT

May be required to work hours other than the regular schedule including nights. Work involves travel.

This position requires regular and reliable attendance and the employee's physical presence at the workplace.

Work is performed in a dynamic environment that requires sensitivity to change and responsiveness to changing goals, priorities, and needs.

To perform this job successfully, an individual must be able to perform the essential job functions satisfactorily. Reasonable accommodations may be made to enable individuals with disabilities to perform the primary job functions described herein. Since every duty associated with this position may not be described herein, employees may be required to perform duties not specifically spelled out in a job description, but which may be reasonably considered to be incidental in the performing of their duties just as though they were actually written out in a job description.

St. Petersburg College has the right to revise a classification or job description at any time. This description does not represent in any way a contract of employment.