

Position Description

Position Title: Director of University Recruiting

Classification: unclassified

Function of Work: To coordinate all activities related to the recruitment of new students

Supervision Received: Dr. Chris Maggio

Supervision Exercised: Five Assistant Directors, six recruiters, 2 classified office staff and 50+ student workers

Qualifications: Master's Degree in Student Personnel services or related field. Experience in Higher Education enrollment management required. Marketing management and sales experience and extensive communication skills desired.

Responsibilities

- Represent NSU to the public community throughout Louisiana and beyond
- Develop and coordinate recruiting activities
- Work to recruit prospective students by conducting presentations to the public
- Develop the communications plan both written and electronic for prospects
- Organize and implement counselor's luncheons across the state
- Organize and implement 15 alumni recruiting receptions across the state
- Evaluate the progress of numbers of prospective students and set goals
- Develop and implement all recruiting activities on campus
- Oversee all spirit group camps over the summer
- Work with creative services to design recruiting materials
- Develop strategies to recruit students for each of the colleges at the university
- Prepare related reports to measure progress toward goals and effectiveness
- Participate in university activities to promote recruitment and retention of students
- Establish and maintain contact with business and institutions for recruiting
- Develop policies and procedures in the office with regard to recruiting students
- Represent NSU to the public to maintain a positive image for the university
- All other duties as assigned by supervisor