Position Description

Job Title: Recruiting & Marketing Specialist
Department: Recruiting & Marketing
Last Update: 10/17/12
Supervisor’s Position: Executive Director, Recruiting & Marketing
FLSA Status: Exempt

The following statements are intended to describe the general nature and level of work being performed. They are not intended to be construed as an exhaustive list of all responsibilities, duties, and skills required of personnel in said position.

Job Summary:

Contribute enthusiasm, creativity, determination, hard work and a results-oriented focus to the Recruiting and Marketing Department’s primary objective of increasing enrollment. Responsibilities include recruiting, conceiving and implementing follow-up communications, event planning, website and social media maintenance, content generation, article writing and marketing campaign support.

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Essential Duties and Responsibilities:

<table>
<thead>
<tr>
<th>Essential Duties and Responsibilities</th>
<th>Approximate Percentage of Time</th>
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<tbody>
<tr>
<td>1. Originate new strategies to increase enrollment, recruit at area high schools and community events, process and manage a database of prospects, design, implement and maintain comprehensive and strategic follow-up communications efforts using contact relationship management software.</td>
<td>50%</td>
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<tr>
<td>2. Event planning as a marketing tool including independent brainstorming and strategy development, invitations, reservations, logistics, publicity, catering, partnerships and other details in support of creating WATC exposure and a positive experience for prospective students, parents, counselors and others. Lead and organize tours, identify and schedule additional opportunities to introduce the community to WATC.</td>
<td>20%</td>
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<td>3. Website and social media maintenance, developing new story ideas and content generation to include reporting on campus events, writing student profiles, press releases, coordinating student and staff volunteers to serve as contributors, developing strategies to increase online engagement of prospects, etc.</td>
<td>20%</td>
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<td>4. Assist with marketing campaigns, interface with vendors and execute contracts on behalf of the College, process payables, engage in self-development and continuing education to maintain necessary skills and knowledge for high levels of personal achievement in the position.</td>
<td>10%</td>
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Required Knowledge, Skills, and Abilities:

- Identify, propose and implement new strategies to increase enrollment
- Positive and persuasive demeanor when recruiting (selling to) prospective students; high energy
- Aggressive enough to generate leads for database, genuine enough to remain approachable
• Must anticipate and identify prospective student questions, objections or obstacles to enrollment and address these challenges with relevant facts, referrals and other problem-solving solutions
• Must communicate effectively both verbally and in writing, basic photography skills preferred
• Comfortable using web-based interfaces (WordPress experience and basic html preferred)
• Proficient in computer applications including Microsoft Office
• Must multi-task, prioritize and independently manage day-to-day needs and strategic objectives
• Nature of workload requires strong planning and time management skills
• Continuously improve performance based upon supervisory feedback, personal development
• Establish a personal schedule including travel between campuses and throughout Wichita
• Must be able to respect and adhere to organizational brand and identity standards

Education and Experience:

• Bachelor’s degree and one to three years, minimum, experience in college admissions, recruiting, sales, marketing, public relations, journalism, integrated media or a related field are required. Extensive experience in recruiting at a collegiate level may waive advanced degree, subject to demonstrated/documented success.
• Familiarity with Wichita community organizations and local area high school districts, preferred.
• Experience utilizing web and social networking tools to achieve business objectives, preferred.
• Demonstrated ability to originate new methods and independently manage projects

Working Conditions:

• Night and weekend work required
• Must be able to lift and transport recruitment materials weighing up to 50 lbs.
• Occasional travel

__________________________________                  ______________
Employee Acknowledgement                                  Date
__________________________________                  ______________
Supervisor Acknowledgement                                Date