



**JOB TITLE:** Enrollment Recruiter  
**DEPARTMENT:** ADC/GRAD/ONLINE Admissions  
**SUPERVISOR:** Director of Admissions  
**FLSA STATUS:** Non-Exempt

**WILLIAM JESSUP**  
UNIVERSITY

## **MAJOR PURPOSE:**

William Jessup University seeks a highly motivated individual for the position of Enrollment Recruiter. The Enrollment Recruiter is responsible for the recruitment of undergraduate adult and graduate online students through inquiry and application generation – mainly sourced from education fairs, events, community college outreach, community organization outreach and networking opportunities. This position will also support recruitment for all on-campus programs and will be based out of the Rocklin campus. We seek applicants with a strong background in sales performance and recruiting in higher education is desirable. We prefer applicants that are self-motivated with strong interpersonal skills, ability to network with others and possesses outstanding communication skills.

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## **ESSENTIAL DUTIES AND RESPONSIBILITIES:**

1. Generate inquiries and applications through recruiting activities including but not limited to education fairs, partnership lunch & learns, community events, networking with churches and local businesses and local community colleges.
  - a. Must be able to demonstrate a mature pipeline of leads and applications after a recruiting cycle
2. Achieve efficiency metrics pertaining to lead acquisition, call volume, talk time, 1<sup>st</sup> time contacts (via call, email or text) and new applications as established by the Director of Admissions and consistently achieves enrollment targets assigned per program.
3. Consistently keep the office CRM up to date recording all interactions with potential students as well as organizational relationships.
4. Create and manage all recruiting opportunities with current partners and sources as well as creating new business partnerships, recruiting events and opportunities including communications, scheduling and follow up.
5. Create new business partnerships and manage various informational events such as lunch & learns with partners.
6. Network with relevant organizations in the community including but not limited to churches, law enforcement, healthcare organizations and community colleges to create recruiting opportunities.
7. Create strategic relationships with local community colleges and develop strategic recruiting opportunities for expedited application process through registered events, coordinating with all necessary departments.
8. Collaborate with Communications & Events position to promote recruiting events and coordinate marketing materials and promotional items.
9. Collaborate with Online Enrollment Counselor, Senior Admissions Counselor and Assistant Director to assess ROI on events and make strategic decisions regarding event attendance.
10. Perform other duties as assigned.

## **QUALIFICATIONS**

### **EDUCATION/CERTIFICATIONS:**

Bachelor's degree required

### **REQUIRED KNOWLEDGE/EXPERIENCE:**

- Successful candidate will have a strong background in modern sales performance skills (B2C experience preferred) and a demonstrated track record of consistently meeting and exceeding sales goals.
- Must be self-motivated to achieve goals as well as creative and strategic in creating and developing opportunities for new leads that convert to new students.
- Candidate will be comfortable networking and making new contacts, building relationships that lead to new prospects.
- Strong preference towards a candidate who has familiarity with higher education recruiting practices, usage of higher education specific CRM software and working within a university system with multiple departments
- Must be a problem solver and able to deal with changing circumstances and have shown the ability to overcome obstacles.
- Experienced in providing excellent customer service – especially in the area of providing customers with tailored solutions that directly lead to sales
- Possesses strong writing, interpersonal and communication skills especially as it relates to prospective students and lead generation.
- Must be willing to travel for recruiting purposes, work evenings and weekends to meet designated goals.
- Have the ability to work independently within a team structure and effectively with a diverse constituency.

### **SKILLS/ABILITIES:**

- Commitment to work in a Christian liberal arts institution
- Demonstrated proficiency with Microsoft Office Suite and Google Apps
- Highly motivated self-starter who is able to prioritize their work strategically and efficiently

### **WORKING ENVIRONMENT:**

The employee agrees to promote the values and mission of WJU as a private Christ-centered University and live a life consistent with biblical principles. The employee shall conduct himself/herself in a manner consistent with the Community Covenant and Statement of Faith. Additionally, the employee may play a formative role in the spiritual lives of students in a manner consistent with the Community Covenant and Statement of Faith. This may include leading devotions and/or spiritual formation groups and seeking other opportunities consistent with a biblical spiritual formation role.

### **WORKING CONDITIONS:**

The employee is regularly in a typical, air-conditioned office environment with adequate light; moderate noise levels; and tile, concrete, and carpeted floors. There are no hazardous or significantly unpleasant conditions.

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**PHYSICAL ACTIVITIES AND REQUIREMENTS OF THIS POSITION:**

While performing the duties of this job, the employee is regularly required to talk or hear and frequently required to stand, walk, sit, and use hands to handle files, computers, and phones; reach with hands and arms; stoop, crouch and kneel. Frequent and regular repetitive movements required using the wrists, hands, and/or fingers. The employee will occasionally lift and/or move up to 50 pounds. Specific vision abilities include close vision, distance vision, color vision, peripheral vision, depth perception, and the ability to adjust focus.

The above statements and job description are intended to describe the nature and level of work being performed within this job. They are not intended to be an exhaustive list of all responsibilities, duties and tasks. Other similar or additional duties are to be performed or assigned. Job descriptions are not intended as and do not create employment contracts. William Jessup University maintains its status as an at-will employer. Employees may be terminated for any reason not prohibited by law.

I acknowledge I have reviewed the content of this job description and understand that to perform this job successfully, I must be able to perform the essential duties with or without accommodation. If I am requesting any reasonable accommodations in order to perform my job, I must immediately inform my supervisor or Human Resources.

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Employee Signature

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Date