



**JOB TITLE:** Enrollment Recruiter  
**DEPARTMENT:** Enrollment  
**CAMPUS:** Multnomah  
**SUPERVISOR:** Assistant Director of Admissions  
**FLSA STATUS:** Non-Exempt

### **MAJOR PURPOSE:**

The Enrollment Recruiter functions as a sales professional within Jessup University with the specific purpose of achieving enrollment growth by recruiting well-matched and diverse prospective students. Recruitment of prospective students includes the ability to promote the unique benefits of a Jessup education to prospective students, their parents and other stakeholders including but not limited to high school counselors, community college counselors, church staff, and the community at large. The recruiter is responsible for the recruitment of undergraduate and/or graduate students, immediately responding to inquiries within the same business day and using value propositions to convert inquiries into applicants.

Normal office hours will be worked in-person between 8 am and 6 pm Monday through Friday, some remote work is available. Local travel will be required and some events may be held in the evening or on a weekend. Flexibility and availability are a must. Some travel to the main campus(Rocklin) may be required on occasion.

### **ESSENTIAL FUNCTIONS**

- Generates inquiries and applications through recruiting activities including but not limited to working education fairs, presenting and tabling at high schools and community college visits, partnership lunch & learns, community events, networking with churches, local businesses, and community colleges
- Demonstrates a mature pipeline of leads and applications after a recruiting cycle
- Achieves efficiency metrics of lead acquisition, call volume, talk time, 1st-time contacts (via call, email, or text), and new applications as established by the Director of Admissions and consistently achieve enrollment targets assigned per program or modality
- Drives enrollment through a variety of tactical measures including but not limited to: speed to lead contact rates, call frequency, conversion of prospects to visits and application
- Consistently keeps the CRM software up to date recording all interactions with potential students as well as organizational relationships
- Creates new business partnerships and manage recruiting events and opportunities including communications, scheduling, and follow-up
- Manages recruiting opportunities with established partners and sources including various informational events such as lunch & learns and employee presentations
- Networks with relevant organizations in the community including but not limited to businesses, churches, community colleges and high schools to create recruiting opportunities
- Creates strategic relationships with local high schools and community colleges and develop strategic recruiting opportunities, network and cultivate strategic relationships with guidance counselors; club directors, athletics and various departments on campus
- Establishes and maintains strategic partnerships with churches, Christian schools, homeschool networks, and other community organizations to increase visibility and enrollment
- Organizes and participates in outreach events, workshops, and seminars to promote the university's programs and mission
- Collaborates with pastors, youth leaders, and Christian community leaders to strengthen ties

between the university and potential sources of students

- Collaborates with visit and event staff, marketing and communications to promote recruiting events and coordinate marketing materials and promotional items as needed
- Collaborate with Directors to assess ROI on events and make strategic decisions regarding future event attendance
- Performs other duties as assigned

## **QUALIFICATIONS:**

### **Education/Certifications:**

- Bachelor's degree required

### **Required Knowledge/Experience:**

- Strong background in modern sales performance skills (B2C experience preferred) and a demonstrated track record of consistently meeting and exceeding sales goal
- 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
- Experienced in providing excellent customer service – especially in the area of providing customers with tailored solutions that directly lead to sales
- Proficiency with Microsoft Office Suite and Google Suite

### **Skills/Abilities:**

- Must be self-motivated to achieve goals as well as innovative and strategic in creating and developing opportunities for new leads that convert to new students.
- Comfortable networking and making new contacts, building relationships that lead to new prospects.
- Must be a problem solver and able to deal with changing circumstances and have shown the ability to overcome obstacles.
- Possesses strong writing, interpersonal and communication skills especially as it relates to prospective students and lead generation
- Ability to work independently within a team structure and effectively with a diverse constituency.
- Highly motivated self-starter who is able to prioritize their work strategically and efficiently
- Demonstrated high level of humility, strong work ethic, and emotional intelligence
- Willingness to contribute to a healthy team culture

## **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.

**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 20 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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Signature Date \_\_\_\_\_ Employee