



**JOB TITLE:** Enrollment Recruiter for The Arts  
**DEPARTMENT:** Enrollment  
**CAMPUS:** Rocklin  
**SUPERVISOR:** Assistant Director of Admissions  
**FLSA STATUS:** Non-Exempt

### MAJOR PURPOSE

The Enrollment Recruiter for the Arts plays a pivotal role in recruiting talented students to Jessup University's esteemed music and theatre programs. This position is responsible for developing and implementing recruitment strategies, with a strong emphasis on building relationships with local and surrounding high schools, as well as homeschool networks, community colleges, churches, and community organizations. The recruiter will actively engage with high school students, educators, and administrators to bring awareness to Jessup Music and Jessup Theatre while promoting the university's faith-based mission and values. The ideal candidate will be passionate and knowledgeable about the arts, skilled in relationship-building, and dedicated to supporting students in their artistic and academic pursuits.

This position is primarily on campus with some limited remote availability. The position requires significant networking and regional travel. Normal working hours are between 8 am and 6 pm with some evening and weekend work required.

The pay range for this position is generally: \$47000 -\$50000 annually. Individual pay is generally determined by a number of factors including job-related skills, experience, relevant education or training, and location.

### ESSENTIAL DUTIES

- **Student Recruitment:** Actively recruits talented prospective students for Jessup University's performing arts programs by engaging with potential students, parents, and stakeholders, including high school counselors, community college counselors, church staff, and the broader community. Promotes the unique benefits of a Jessup education with a focus on the performing arts.
- **Lead and Application Generation:** Drives lead generation and application submissions through a variety of local recruitment activities, including education fairs, high school and community college visits, community events, and networking with local businesses and churches. Utilizes tailored value propositions to convert leads into applicants, ensuring prompt responses to inquiries within the same business day
- **Campus Visits:** Promotes and increases on-campus visits for students to experience personalized campus visits that showcase Jessup University's vibrant performing arts community. Coordinates tours, class visits, and faculty interactions to inspire prospective students and help them envision their future here, ultimately leading to increased enrollment in our programs
- **Relationship Building:** Establishes and maintains strategic relationships with local high schools, community colleges, churches, and community organizations to create recruiting opportunities. Cultivates relationships with guidance counselors, club directors, and other influencers to increase awareness and interest in Jessup's performing arts programs
- **Sales Performance and Metrics:** Demonstrates and maintains a mature pipeline of leads and applications throughout the recruiting cycle. Achieves efficiency metrics of lead acquisition, call volume, talk time, first-time contacts (via call, email, or text), and new applications as

established by the Director of Admissions. Consistently meet or exceed enrollment targets assigned per program

- **Data Management:** Utilizes the Customer Relationship Management (CRM) system to track and analyze recruitment efforts, monitor applicant progress, and record all interactions with potential students and organizational partners. Ensures the CRM is consistently updated to reflect ongoing recruitment activities
- **Collaboration with Faculty and Marketing:** Establishes a strong, collaborative partnership with performing arts faculty to align recruitment strategies with departmental goals and involve faculty in the recruitment process. Collaborates with the marketing team to develop and distribute targeted promotional materials that highlight Jessup's performing arts programs as needed
- **Outreach:** Represents Jessup University at local events, including education fairs, high school visits, and community outreach programs which requires flexibility and availability, including the ability to work evenings and weekends as well as some regional travel will be required
- **Enrollment Effectiveness:** Regularly reviews and assesses recruitment strategies and tactics, seeking opportunities for improvement and innovation in generating leads and attracting talented performing arts students. Collaborates with enrollment leadership to evaluate the return on investment (ROI) for recruitment activities and make strategic decisions regarding future participation

## **QUALIFICATIONS**

### **Education/Certifications**

- Bachelor's degree required, preferably in a related field (e.g., Performing Arts, Communications, Marketing)

### **Required Knowledge/Experience**

- Minimum of 1 year of experience in student recruitment, sales, or a related field, with a strong preference for experience in higher education and sales performance
- Strong experience with recognizing talent and familiarity and experience with the performing arts
- Proficient in using CRM software to manage recruitment activities and track performance metrics

### **Skills/Abilities**

- Self-motivated and driven with strong interpersonal communication skills, with the ability to engage effectively with students, parents, educators, and community members
- Strong organizational skills with a keen attention to detail and the ability to manage multiple tasks simultaneously
- Ability to network with a variety of local stakeholders, including educational institutions, churches, and community organizations, to create and maintain recruiting opportunities
- Passion for the performing arts and a genuine interest in helping students achieve their educational and artistic goals
- Positive contributor to team culture, demonstrates humility, strong work ethic, and emotional intelligence

## **WORKING ENVIRONMENT**

The employee agrees to promote the values and mission of Jessup University 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. 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.

\_\_\_\_\_  
Employee Signature

\_\_\_\_\_  
Date