MAJOR PURPOSE:
This position exists to recruit students for the School of Professional Studies, market the program and to assist the Associate Director in the areas of marketing and recruiting.

ESSENTIAL FUNCTIONS:
1. Marketing – Plan and coordinate marketing with the Associate Director, in diversified, but integrative means (e.g., events, email, referrals, web, radio) to generate an awareness of the program among recruiting constituencies such as churches, community colleges, local businesses, government agencies and nonprofit organizations.
   a. Participate in a minimum of 5 marketing/recruiting events in the area per month. (e.g., educational fairs, community college events, chamber of commerce meetings)
2. Recruiting – Qualify prospects, sell and inform prospects about SPS, advise prospective students up to the point of matriculation, close by completing all documentation for admission, keep accurate records of the process for each prospect.
   a. Produce a minimum of 200 qualified leads per year - average 4 a week
   b. Produce a minimum of 15 matriculated students per semester in San Jose – total of 45 matriculated students per year.
3. Assist other Enrollment Counselor(s) when needed, appropriate.
4. Staff functions—participate with WJU staff functions as assigned.
5. Other duties as assigned.

QUALIFICATIONS

EDUCATION/CERTIFICATIONS:
• Minimum educational qualification is a Bachelor's degree.
• Employee must maintain a valid driver's license and provide evidence of personal auto liability insurance in the amount of $100/300k BI and $100k PD

REQUIRED KNOWLEDGE:
• Describe the history and educational philosophy of WJU
• Explain/advocate every course and major in the SPS
• Explain the functionality of the SPS
• Explain about transfer credit
• Explain how financial aid works
• Marketing characteristics of the San Jose area as they relate to the SPS
SKILLS/ABILITIES:

- Recruit for SPS within established policies (e.g., timing, requirements)
- Ability to use computer-based resources at WJU, including: the University administrative database, Microsoft Office (Word, Outlook, Excel, PowerPoint), and marketing/direct mail software
- Work independently and be highly self-motivated
- Excellent oral and written communication skills
- Phone skills
- Ability to communicate persuasively
- Marketing skills, including ability to write winsome advertising copy, evaluate market trends and adjust marketing strategies appropriately.

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. All employees of the University are expected to firmly support without reservations the William Jessup University doctrinal statement of personal Christian faith.

WORKING CONDITIONS:

The employee is regularly in a typical office environment with adequate light and moderate noise levels. No hazardous or significantly unpleasant conditions. Air-conditioned buildings; tile, concrete and carpeted floors; adjustable workstation with ergonomic keyboard is provided.

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, 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 40 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 is 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 if I have any physical limitations or require any reasonable accommodations in order to perform my job, I must immediately inform the administration.

____________________________________    _____________________________
Employee Signature     Date