MAJOR PURPOSE:
William Jessup University seeks a self-motivated individual for the role of Lead Recruitment-Enrollment Advisor in the School of Professional Studies (SPS). The Lead Recruitment-Enrollment Advisor is part of a team that serves the adult student population at WJU. As a member of our vibrant team, they exemplify the values and mission of WJU by undertaking an active role of service and assisting in the creation of high-value relationships with prospective students, applicants, local businesses, churches, and non-profit organizations. We are looking for an individual with a strong sense of collaboration, a desire to be part of an inspired and productive team, and a passion for spreading education throughout our local communities.

Under the direction of the Director for SPS, the Lead Recruitment-Enrollment Advisor is responsible for participating in recruiting, admissions, and outreach activities for the regional area. This requires ongoing and regular contact with prospects, applicants, various community colleges, companies, and organizations. The focus of this position is to grow enrollment, build relationships, and promote the mission and vision of William Jessup University.

Responsibilities include working with prospective students to assist in selecting the program of study that best fits their educational needs and professional goals; providing students with relevant and timely information on the University's programs, admissions, financial aid requirements, deadlines, and other student related items; guiding applicants through the admissions process; and reviewing admissions applications independently and in collaboration with School of Professional Studies and Registrar as needed. Additionally, the incumbent will maintain recruitment information in the University's CRM, application and marketing automation systems in order to track metrics related to the enrollment lifecycle, ensure that all events and leads are being recorded, and analyze recruitment data to determine the effectiveness of specific events and activities.

ESSENTIAL DUTIES AND RESPONSIBILITIES:

1. Participate in developing, evaluating, and advancing the SPS strategic recruitment and enrollment goals of new students.
   a. Respond to inquiries within 24 business hours, using both telephone and email
   b. Manage inquiries and applicants using our CRM system
   c. Collaborate with WJU School of Professional Studies staff and faculty, communicating on a regular, timely basis concerning the status of recruits and applicants
   d. Move recruits through the enrollment process to completed application phase

2. Oversee and coordinate the student admissions process and special student appeals/petitions for exceptions to policy with the Registrar’s office, Financial Aid, Business Office, and SPS-Academic Committee.
3. Support and enable other SPS functions pertaining to Academic advising and student services.
4. Facilitate, lead, and participate in new student orientation sessions.
5. In partnership with the University Marketing functions, assist the Director in coordinating the marketing communication strategy, including participating in development of an annual marketing plan.

6. Collect and analyze admission and enrollment data to evaluate the accomplishment of immediate and long-range SPS degree completion objectives.

7. Review and coordinate updating of SPS website, social media, print collateral, and other marketing materials used in the program.

8. Conduct direct personal activity related to new student enrollment including participation in recruiting events; meeting with prospective students; coordination and direct involvement in information meetings; and following-up with students on application/enrollment processes. Position shall be responsible for meeting annual new student recruitment goals throughout the entire admission process, from initial contact through to completion of enrollment.

9. Marketing – Plan and coordinate marketing with the Director, in diversified, but integrative means 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)

10. Provide support to the team as needed.

KNOWLEDGE, SKILLS, ABILITIES AND OTHER QUALIFICATIONS:

EDUCATION/CERTIFICATIONS:
- A bachelor’s degree required

REQUIRED KNOWLEDGE:
- Successful candidate will be a strong, compelling, and action-oriented recruiter who is knowledgeable in enrollment and admission’s best practices
- Must be experienced in recruiting, enrollment, and CRM systems.
- Background in customer service, sales, and marketing a plus
- Three years’ experience in higher education admissions or recruiting
- Able to work in a fast-paced environment
- Possess outstanding communication, organizational, and relationship-building skills
- Familiar with CRM and marketing automation system, preferred
- Able to work independently, as well as with teams of colleagues
- Possess the aptitude for detail-oriented tasks
- Must have strong time-management skills
- Able to prioritize and balance responsibilities
- Able to work a flexible work schedule, including occasional nights and weekends

SKILLS/ABILITIES:
- Self-motivated, experience working with CRM and databases, Excel, computer-based systems
- Excellent interpersonal, oral, and written communication are essential
- Successful candidate will be a strong, compelling, and action-oriented recruiter
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 reservation the William Jessup University statement of 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.

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 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 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

______________________________________ _____________________________
Supervisor Signature     Date