

Baptist University of the Americas
JOB DESCRIPTION

TITLE: RECRUITMENT COORDINATOR

DEPARTMENT: STUDENT SERVICES

REPORTS TO: CHIEF OF STAFF

SUPERVISES:

STATUS: EXEMPT

BASIC FUNCTION: Lead the school's recruitment efforts and be an effective recruiter on behalf of BUA, which includes mobilizing staff, faculty and students to actively recruit for the university. Creating and implementing a comprehensive recruitment plan is central to this position.

RESPONSIBILITIES/TASKS:

NOTE: Some descriptions may have more specific duties and/or goals and objectives attached to this form. Such attachments normally reflect unique aspects of specific locations, shifts, departments, etc.

- *1. Lead and coordinate the work of the university's Recruitment Task Force.
- *2. Create a recruitment plan for each semester and participate in the creation of a university-wide recruitment plan. The plan includes recruitment activities, participation in events/conferences/fairs, communications with prospective students and networking opportunities.
- *3. Work on a registration deadline, strive towards university-wide enrollment goals and use outstanding customer service to recruit students to the university's programs.
- *4. Maintain thorough and contemporary knowledge of BUA admission, registration, housing and financial aid processes, student life (including the Student Handbook), BUA traditions and culture, and a working knowledge of academic programs, degree plans, resources (i.e. academic counseling, tutoring) and similar academic procedures.
- *5. Work with the IT and Admissions team to effectively use of the university's tools and systems related to admission data and admission processes.

- *6. Establish specific recruitment goals for staff and faculty to carry out as part of their employment at the university. This will require training, resources and regular follow-up with employees in order to achieve each one's recruitment goals.
- *7. Oversee the university's recruitment budget.
- *8. Direct student recruitment activities for the university, on and off campus.
- *9. Conduct virtual and face-to-face BUA Previews; 2-3 per semester.
- *10. Schedule customized BUA site visits with churches, schools and other non-profit groups.
- *11. Increase the university's social media presence and conduct multiple social media advertising campaigns on Facebook, Instagram, etc.
- *12. Implement and manage a merchandise and giveaway plan for cultivation of prospects.
- *13. Developing at least 2 new printed promotional pieces to be used in recruitment fairs, visits and mailings to prospects.
- *14. Recruit students from area churches by scheduling visits to churches or church group visits to the university. This includes, but it's not limited to, Hispanic fellowships of churches (Compañerismos) around the state.
- *15. Build and maintain an exhaustive Fall to Fall recruitment calendar that includes local, regional and statewide events.
- *16. Travel on a seasonal basis to regional and statewide recruitment events and manage an effective and efficient travel itinerary for recruiting visits to schools, college fairs, etc.
- *17. Attend and enlist staff and faculty to represent the university at regional and statewide denominational events where youth, pastors and other leaders participate in order to identify prospective students and schedule opportunities for follow-up visits and information sessions at churches or other regional events.
- *18. In collaboration with university leadership and communications personnel, assess, design and implement marketing tools and strategies for student recruitment.
- *19. In collaboration with communications personnel, assist in the design and modification of recruitment and admissions publications in print and electronic form.
- *20. In collaboration with communications, IT and other personnel, ensure that the sections of the university's website associated with student recruitment and admissions are well designed, user friendly, effective and accurate.
- *21. Maintain an accurate and thorough recruiting and admissions record on each prospective student.
- *22. Maintain a high level of contact with prospective students, especially those that are about to graduate high school or have already graduated high school. Utilize phone, email, texting and mail to communicate in a timely manner, providing superior student service.

- *23. Build and maintain relationships with transfer advisors in San Antonio community colleges, promote the university in their campuses, schedule Transfer Days at the university and guide prospects to transfer to the university.
- *24. Build relationships with high school counselors of schools adjacent to BUA and in small towns around San Antonio in order to have an active presence at each campus all year long and recruit students for our programs. Network with new contacts to help increase inquiry production.
- *25. Provide counseling and advising services to prospective students through the entire process from initial contact until enrollment is completed.
- *26. Work with prospective students to garner completed application files prior to enrollment.
- *27. Review prospective students' records and make recommendations to Admissions, Financial Aid and other departments when it is necessary.
- *28. Work independently to arrange information sessions, set appointments and promote the university in a positive manner.
- *29. Recruit, train and supervise work-study students serving as Student Recruiters so that they may provide support to the Recruiter whenever and wherever is needed.
- *30. Complete weekly activity report to include documentation of recruitment/outreach activities and student appointments.
- *31. Evaluate the effectiveness of recruiting efforts and assist university leadership in making the necessary changes for greater success.

Numbers 1 – 31 are considered Primary Duties for this job.

* Indicates an essential function of the job.

POSITION EXPERIENCE & ABILITIES:

NOTE: These requirements represent minimum levels in order to perform the job on a satisfactory basis. Employee must have the ability to satisfactorily perform the essential functions of the job.

Requires in-depth understanding of a comprehensive field of knowledge as evidenced by the attainment of a Bachelor's Degree in/or other related field.

1. Requires a minimum of 2 years prior related experience. Includes an ability to collect data, establish facts, and draw conclusions dealing with abstract variables.
2. Must be proficient in Microsoft Office, including word, power point, and excel applications.
3. Proficient problem solving skills required.
4. Proficient ability to speak, read and write English/Spanish is preferred, as this is helpful in serving our cross-cultural population.
5. Requires ability to communicate effectively both orally and in writing; ability to make presentations and speak in front of groups preferred.

6. Requires a strong sense of diplomacy and demonstrated success in developing strong collaborative relationships with organizational peers and outside colleagues. Requires ability to relate positively, influentially, and sensitively to a broad spectrum of persons in a variety of multi-tiered relationships and settings.
7. Requires recognized ability to meet multiple deadlines by maintaining a high level of organization.
8. Requires demonstrated strong analytical skills, including an ability to synthesize large amounts of information and to focus quickly on the essence of an issue; strong commitment to producing measurable results.
9. Requires flexibility to work weekends and evenings.
10. Requires ability to speak clearly and make self-understood effectively in face to face interactions; articulate with accuracy to speak on the phone.
11. Requires ability to hear and receive verbal instructions, answer phones, communicate with people in situations with some background noise.
12. Requires the ability to successfully communicate in a professional manner with a multi-ethnic population base in the community; ability to effectively communicate in writing.
13. Requires ability to work under minimal supervision with awareness that error may have serious consequence; exercise patience, initiative, and sound judgment following established guidelines.
14. Requires ability to effectively work under pressure and remain flexible as priorities change.
15. Requires personality attuned to the requirements of meeting the needs of volunteers, staff, and students. Actively able to demonstrate the ability to establish and maintain effective working relationships with other employees.
16. Requires ability to maintain confidentiality.
17. Proficient working knowledge and ability to accurately and timely operate and perform computer related tasks with specific equipment and software applications required.
18. Requires professional commitment to Christian principles and teachings so as to perform tasks and responsibilities in alignment with Baptist University of the Americas mission, vision, and values.
19. Requires ability to drive assigned vehicle(s) or personal vehicle, with appropriate state license, following all laws applicable; must provide proof of liability insurance and must have a minimum of 5 years driving experience to drive on behalf of the University
20. Requires ability to travel as required using various modes of transportation; ability to be on-call as assigned. Requires ability to travel to various geographic locations and some overnight stays.

21. Requires ability to use up to 50 pounds of force occasionally, and/or up to 20 pounds of force frequently, and/or up to 10 pounds of force continuously to move objects and/or people.
22. Requires ability to walk, stand and sit, sometimes for prolonged periods of time; ability to squat, climb stairs, kneel and twist. Requires ability to grasp, push, pull, carry or otherwise manipulate objects.
23. Requires sufficient good health to properly discharge duties. Employees shall not be permitted to work who have infectious disease or skin lesion for the duration of the communicability.

POSITION CRITICAL BEHAVIORS:

NOTE: These requirements represent minimum levels in order to perform the job on a satisfactory basis. Candidates must have the ability to satisfactorily perform the essential functions of the job.

1. Team Player. Work effectively with others in the organization and outside the formal lines of authority (i.e., peers, other units, senior management, and the like) to accomplish organizational goals and to identify and resolve problems. Includes considering the impact of your decisions on others.
 2. Critical Thinking. The ability to actively and skillfully conceptualize, apply, analyze, synthesize, and/or evaluate information as a guide to belief and action.
 3. Bias for Action. The propensity to act or decide without customary analysis or sufficient information to achieve critical goals or objectives. Includes responsible risk-taking.
 4. Self-Starter. Demonstrate initiative to take action to achieve goals beyond what is necessarily called for. Includes the ability to work in a less structured environment.
 5. Customer Service Orientation. Make efforts to listen to and understand the customer (both internal and external), anticipate customer needs and give high priority to customer satisfaction.
 6. Self-Confidence. Demonstrate initiative, confidence in oneself, resiliency and a willingness to take responsibility for personal actions. Have the courage to voice views that are unpopular.
 7. Thoroughness. The ability to balance an attention to detail with the cost and benefit of doing so.
 8. Adaptability. Maintain effectiveness in varying environments, tasks and responsibilities, or with various types of people. Stay agile in the face of change.
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BAPTIST UNIVERSITY OF THE AMERICAS VALUES:

NOTE: Baptist University of the Americas follows Christ-centered values administered with professional excellence. Organizational values are critical because they define Baptist University of the Americas (BUA) personality and provide our employees clarity about how to behave.

1. Core Values. Our Core Values are behavioral traits that are inherent at BUA; The are:
 - a. Christ-Centered (self-sacrificing, forgiving and biblical)
 - b. Baptist (identity, and foundational)
 - c. Holistic in our Teaching and Learning (dedicated to the mission and purpose of BUA in higher education)
 - d. Integrity (with our responsibility and respect toward others)
 - e. Cross-Cultural Competence
 - f. Hospitality (providing customer service, internally and externally)
 - g. Community
2. Expected Values. BUA also holds all employees accountable for those traits which represent minimum behavioral standards: Honesty, Integrity, Respect for Others, Hardworking, Fair-minded, Accountable, and Responsible.

NOTE: Baptist University of the Americas complies with all the employment provisions of the Americans with Disabilities Act.

The purpose of Baptist University of the Americas job description is to describe the basic function, major responsibilities/tasks and essential functions of each job so that employees can better know what is expected of them. The descriptions also provide information useful for recruiting, training, and performance appraisal. This document does not create an employment contract, nor does it modify the at-will employment status of all employees.

A job description is not meant to inhibit employee creativity or innovation. The description will be revised as job responsibilities change materially.

I acknowledge that I have read this job description and any questions or concerns have been asked and answered to my satisfaction. I acknowledge that I can perform all of the essential functions of this job. I acknowledge that I thoroughly understand the requirements of this job.

Employee Signature

Date

I acknowledge receipt of this job description.