



**Connecticut State Community College
Job Description
Recruitment & Outreach Specialist**

Salary Level:
CCP 16 (subject to Willis)

Date Approved/Revised:
Rev 1. 2/27/24

Position Purpose

The Recruitment & Outreach Specialist performs a full range of operations and tasks in support of enrollment efforts at CT State Community College. The position is the primary point of contact for students from inquiry to enrollment. This position also serves as the main point of contact for external partners, including but not limited to, high school and adult education administrators (principals, counselors, etc.) and other community partners. The Recruitment & Outreach Specialist is responsible for monitoring student progress in the enrollment pipeline, conducting continued outreach, and providing resources and referrals to support students through the enrollment process from prospective student to matriculation.

Supervisory and Other Relationships

The Recruitment & Outreach Specialist reports to a Campus Dean or other administrator. The position may lead student workers or others in tasks related to recruitment. Due to the nature of this position, individuals are expected to represent CT State in a positive, professional, manner at all times. The position is expected to have cooperative and collaborative relationships with students, faculty, administrators, and staff as well as external partners. The incumbent is expected to represent CT State in a manner which enhances the college's image in the public and which is appropriate to the dignity of the institution. The incumbent is also expected to collaborate with academic and student services departments to contribute to the retention of students.

Major Accountabilities

The Recruitment & Outreach Specialist is accountable for providing services that ensure the successful recruitment of prospective students into the admissions pipeline. The Recruitment & Outreach Specialist will be responsible for a diverse portfolio of prospective students that includes but is not limited to:

- Dual Enrollment students
- Traditional students
- Non-traditional students and adult learners
- Veterans and Military professionals
- International students

In addition to successful recruitment, the Recruitment & Outreach Specialist will be required to maintain a portfolio of relationships with high school and adult education counselors as well as community partners. They will be required to adhere to a recruitment schedule as well as accountability checkpoints and goal development for enhancing their portfolio of relationships.

Examples of Duties

The following examples of duties and accountabilities illustrate the general range of tasks assigned to the position but are not intended to define the limits of required duties. Other essential duties may be assigned consistent with the general scope of the position.

A. *Admissions Process Advising:* The Recruitment & Outreach Specialist is accountable for providing admissions advising to students to contribute to their successful academic, career, social, and college experience. This accountability includes such essential tasks as:

1. Serves as a liaison and provides pre-enrollment admissions advising to prospective students, including middle school, high school, military, international, and adult students, as well as students with special needs.
2. Schedules, organizes, and markets degree and non-degree program information sessions, including arranging for facilities and equipment.
3. Provides admissions advising and support services that value diversity and promote equity.
4. Engages in constant evaluation of the recruitment and admissions process and provides valuable input to enhance the enrollment pipeline.
5. Advises dual enrollment students on the application and dual enrollment process.
6. Serves as the point of contact within Admissions with CCP and other dual enrollment coordinators to ensure enhanced participation in CT State's dual enrollment programs.

B. Outreach and Student Recruitment: The Recruitment & Outreach Specialist is accountable for the recruitment of sufficient numbers of appropriately qualified students to meet the College's enrollment goals. This accountability includes such essential tasks as:

1. Plans, coordinates, and travels to recruitment activities representing CT State. This would include high school visits, college fairs, adult education centers, employers, parent nights, classroom presentations, community events, enrollment events. and meetings with potential students at high schools, businesses, agencies, and conferences.
2. Serves as a liaison with high school and adult education counselors or key stakeholders and prospective students. Coordinate visits for students and student groups both on and off campus and arrange meetings for prospective students.
3. Creates and implements outreach strategies for targeted populations and programs as well as participates in internal and external recruitment events.
4. Analyzes data provided in the CRM Recruit Dashboard to provide continuous outreach to students within the enrollment pipeline.
5. Process applications and supplemental items to support students at off-campus enrollment activities.
6. Facilitate off-campus training sessions to help students and high school staff/faculty, or other key stakeholders navigate onboarding technology platforms.
7. Recruits applicants from diverse backgrounds via open houses, college fairs, information sessions, individual consulting sessions, telephone inquiries, on-line chat/open houses, and other developing technologies.
8. Assists with the development and implementation of e-recruitment programs that ensure successful recruitment and retention of domestic and international students.
9. Prepares reports to support recruitment strategies and daily of operations.
10. Works collaboratively with the Admissions team, faculty, staff, and administration in addressing outreach and recruitment issues and opportunities.
11. Works collaboratively with the on-campus enrollment teams to collaborate on and support recruitment events including but not limited to: Open House, Admitted Student Days, Application Days, and Enroll-in-a-Day events.
12. Supports enrollment goals for diverse student populations to include students from various racial/ethnic backgrounds and age ranges.
13. Works with marketing and other entities in the marketing/recruitment of programs, as necessary.

D. Record Keeping and Reporting: The Recruitment & Outreach Specialist is accountable for performing and assisting in the compilation and preparation of useful, accurate and timely student information reports for use by the College's administration. This accountability includes such essential tasks as:

1. Creates clear and concise recruitment notes, accurately documenting student interactions at recruitment events, campus meetings, appointments, etc.
2. Organizes and compiles data for reports as directed, including progress of current applicants and academic records of previous applicants, etc.
3. Sets recruitment goals and continuously reviews results of initiatives to modify activities as needed.
4. Extracts information and produces reports using both computer-based and manual data sources in a range of report types, including such documents as prospective students, applications in progress, students missing supplemental items, students admitted but not yet registered, etc.

5. Maintains accurate and complete student records as required by laws, policies, and administrative regulations.
6. Adheres to FERPA and other departmental policies, procedures and regulations pertaining to student records.

Professional Participation and Development

In addition to the accountabilities listed above, the Recruitment & Outreach Specialist is required to carry out the essential duties of:

- Attendance and participation at convocation and commencement ceremonies.
- Service on assigned committees and task forces.
- Attendance and participation at committee, staff, informational and professional meetings.

All these duties may involve attendance at evening or weekend events, within contractual limits.

The incumbent is expected to maintain currency in the position's fields of professional expertise and competencies including required computer skills. The incumbent is required to maintain complete confidentiality of student records and other information of a confidential nature.

Qualifications

Incumbents must possess proven ability to effectively work with a culturally, linguistically, and ethnically diverse faculty, staff, and students. They are expected to have excellent oral and written communication skills along with strong information technology literacy skills such as Microsoft Office (Word, Excel, Outlook, Teams etc.). Incumbents are required to have demonstrated knowledge and abilities in the following areas:

- Demonstrated skills and abilities in office administration including competence in use of personal computers with word processing and spreadsheet software applications as well as College databases and processing programs.
- Demonstrated organizational skills.
- Demonstrated ability to meet and interact favorably with students, parents, school officials and others in academic environments.
- Demonstrated knowledge and competence in advising students and applicants regarding academic courses appropriate for their preparation and career goals.
- Demonstrated understanding of undergraduate academic enrollment requirements.
- Demonstrated ability to work individually and within a team setting.

These skills and abilities typically are acquired through a combination of education, training and experience which would include a bachelor's degree in an appropriately related field together with 1-4 years of related experience; or a combination of education, training, and experience which would lead to the competencies required for successful performance of the position's essential duties.

Work Environment

Position incumbents perform much of their work in office settings where some lifting or other physical exertion is required. Incumbents are required to travel regularly to such locations as schools, business offices, and community facilities and to meet with and to make presentations to key officials of schools and civic groups. Incumbents are required to be licensed to drive a private passenger automobile or to arrange for alternate transportation.