

Job Title: College Relations Recruiter Coordinator
Reports to: Vice President & Dean of Student Services
Department: Student Services

Job Summary

The College Relations Recruiter Coordinator is responsible for the overall recruitment efforts for Western Texas College. Services will include new student recruitment, recruiting visit, campus tours, assisting with specific promotional events, and developing and implementing a recruitment plan. Incumbents will also work as a team with other campus departments in developing and implementing college-wide marketing and recruitment strategies.

Essential Responsibilities

1. Incumbents in the job classification have leadership, budget and office coordination responsibilities.
2. Assist the director of marketing in the development, implementation, and coordination of a comprehensive marketing plan for Western Texas College.
3. As part of the marketing plan, assist the director of marketing in identifying specific target populations and strategies for attracting these students to WTC.
4. As part of the marketing plan, assist the director of marketing in the design, implementation, and coordination for the recruitment of all prospective Western Texas College students, including visits to schools and/or homes, group presentations, campus tours, telephone campaigns, and other recruitment campaigns (including evening and weekend).
5. As part of the marketing plan, assist the director of marketing in the design, preparation and editing for publication of all brochures, pamphlets, and materials (both written and electronic) promoting the college.
6. Assist in the release and effective advertisement of the accomplishments of WTC students in their hometowns. Assist as needed in the editing of the college catalog.
7. Assist students in initiating the financial aid application process.
8. Assist in the development of complete information files for admissions, housing, and financial assistance.
9. Assist in the maintenance and dissemination of job placement rates for all occupational programs.
10. Perform other tasks as assigned by the Vice President & Dean of Student Services



College Relations Recruiter Coordinator

11. Extensive travel involved.
12. Required to be collegial, respectful and professional with faculty, staff and students at all times.
13. Workplace attendance is essential for job function.
14. Ability to work full time is essential

KNOWLEDGE, SKILLS, AND ABILITIES

- Special emphasis on presentation skills (oral and written)
- Bilingual (proficiency in Spanish) preferred

EDUCATION

Associate Degree required. Bachelor's Degree preferred.

Revised 11/2018