

THE UNIVERSITY OF WYOMING JOB DESCRIPTION

This is a description of a staff position at the University of Wyoming not a job opening announcement. Look for current job openings at the following link: [UW Human Resources](#)

The following statements are intended to describe the general nature and level of work being performed. They are not intended to be construed as an exhaustive list of all responsibilities, duties and skills required of personnel so classified.

Title: RECRUITMENT AND ENROLLMENT SPECIALIST

Reports To: Admissions

UW Job Code: 3647

UW Job Family: 35 – Student Service Management Support

SOC Code: 21-1012

FLSA: Exempt

Pay Grade: 22

Date: 4-4-18

JOB PURPOSE:

Coordinate recruitment efforts and serve as primary point of contact for the assigned territory and coordination of university participation in outreach activities. Provide professional guidance, consultation, representation, and support to University and community constituencies on matters, trends, and issues pertaining to the advisement, recruitment and/or retention of students of the University. Establish and administer programs for targeting recruitment and retention of students.

ESSENTIAL DUTIES AND RESPONSIBILITIES:

- Provide consultation, guidance, and professional leadership in the development of advisement and recruitment programs, initiatives, and strategies for University academic departments.
- Provide leadership in research regarding student development and retention; develop methods for analysis and presentation of data, and prepare summary analyses, evaluative reports, and recommendations.
- Develop and maintain a network of collaborative relationships with area community colleges and organizations, as well as with University colleagues with respect to recruitment, academic advisement and student retention programs, initiatives, and issues.
- Plan, develop, and conduct educational seminars and/or workshops for faculty and staff on strategies, policies, procedures, and issues pertaining to student academic advisement and retention. Assist in the formulation of the student recruitment, advisement and retention policies, systems, and procedures.
- Serve as a source of professional expertise for the organization on related academic affairs topics; maintain and disseminate current knowledge and understanding of relevant developments, trends, policies, and emerging issues within the community and the general higher education environment.
- Actively participate in professional workshops, seminars, and associations at local, state, regional, and national basis to include conference presentations.

- Visit middle schools, high schools, and colleges. Speak to groups, individual students, and meet with school counselors and administrators. Serve independently as the point person for internal coordination of university recruitment and enrollment management goals. Provide career and academic counseling, planning, and advising to potential students.
- Serve as the point person for oversight of territorial recruitment goals and promotional and public relations accountability. Perform miscellaneous job-related duties as assigned.

SUPPLEMENTAL FUNCTIONS:

- Demonstrate continuing professional development conforming to standards appropriate to outreach education and service.
- Provide service and serves on committees to external organizations.

COMPETENCIES:

- Collaboration
- Individual Leadership
- Influence
- Initiative
- Service Orientation
- Work Prioritization & Management

MINIMUM QUALIFICATIONS:

Education: **Bachelor's degree**

- **Master's degree is preferred**

Experience: **4 years work-related experience**

Required licensure, certification, registration or other requirements: **Valid driver's license**

KNOWLEDGE, SKILLS, AND ABILITIES:

Knowledge of:

- Principles and methods for curriculum and training design, teaching and instruction for individuals and groups particularly as they apply to distance learning.
- Advanced knowledge and understanding of student academic advisement, outreach strategies, development and retention issues, trends, and programs at both the undergraduate and graduate level.
- Education support services, policies, and procedures.
- Working in a university/college environment.
- Advanced working knowledge of academic recruitment policies, procedures, systems, regulations, and standards at the university level.
- Available University resources and programs.
- Applicable University student forms.
- On-line data entry to information systems.

Skills and Abilities:

- Organizational and planning skills.
- Advanced verbal and written communication skills and the ability to present effectively to small and large groups.
- Strong interpersonal skills and the ability to work effectively with a wide range of constituencies in a diverse community.
- Ability to provide technical leadership and project management within area of technical expertise.
- Strong analytical and critical thinking skills and the ability to analyze summarize and effectively present data.
- Effectively counsel students with academic difficulties.
- Ability to gather data, compile information, and prepare reports.
- Ability to analyze course prerequisites, certification, and/or curriculum/graduation requirements.
- Ability to use independent judgment and to manage and impart confidential information.

WORKING CONDITIONS:

- No or limited physical effort required.
- No or limited exposure to physical risk.
- Work is normally performed in a typical interior/office work environment.
- Frequent travel is required.

Authorized by Classification/Compensation, Human Resources

Employees may be requested to perform job-related tasks other than those specifically presented in this description. Participating in the University's hazardous waste minimization program is part of the job of each employee who uses (or may come in contact with) hazardous materials. Fair Labor Standards Act (exempt/non-exempt) is designated by position. University of Wyoming actively supports Americans with Disabilities Act and will consider reasonable accommodations.