

Student Recruitment Coordinator (Job Number: 100566BR)

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| Campus Location | Tempe |
| Department Name | Mary Lou Fulton Teachers College |
| Full-Time/Part-Time | Full-Time |
| Grant Funded Position | This is not a grant funded position and is not contingent on future grant funding. |
| Salary | \$42,000 - \$55,000 per year; DOE |
| Close Date | May 6, 2024 |
| Job Description | <p>The Student Recruitment Coordinator will recruit students to ASU's Mary Lou Fulton Teachers College (MLFTC) degree programs. Working under general supervision, the recruiter will serve an integral role on a dynamic recruitment team charged with recruiting students into degree programs at Mary Lou Fulton Teachers College, one of the leading colleges of education in the U.S. The recruitment team is part of an integrated marketing and communications team that strengthens the college's engagement with a number of constituencies: prospective students for our bachelors, masters and doctoral programs; applicants to those programs; alumni; foundations; and policymakers and influencers involved in the national conversations about education.</p> <p>The recruiter will be a part of a team of student recruiters. Working at times individually and also together, recruitment team members recruit students to enroll in undergraduate and graduate degree programs on ASU campuses and other class locations as assigned, meeting new student enrollment goals set by the university and the college. Recruiters work independently to meet their individual new student enrollment goals and together to meet team goals. Other internal partners include MLFTC's integrated marketing and communications team, Admission Services representatives, and student services. The recruiter is responsible for building and maintaining relationships with external partners which primarily include high school teachers and counselors and also community college faculty and advisors, leveraging those partnerships to recruit students at events and classroom presentations.</p> <p>The successful recruiter will be skilled at building affinity with individual prospective students, applicants, and admits, influencing their enrollment decisions. Affinity is built via telephone communication, written communication, and in-person meetings and events. The successful candidate will effectively compare and contrast the value of the college's programs to those of its competitors, be a persuasive public speaker, and build trust. The Student Recruitment Coordinator will not only recruit students but also have opportunities to contribute to marketing and communications strategies and deliverables. This position is designed for people who have an interest in pursuing careers in the higher education sector and who have a specific interest in the recruiting and integrated marketing communications functions in a large, complex organization with both local and global profiles. The recruitment, marketing, and communications team actively encourages the professional growth, development, and advancement of its people.</p> |
| Essential Duties | <ul style="list-style-type: none"> • Recruit prospective students to MLFTC programs • Meets enrollment goals for assigned segment, works with other recruiters to meet team goals, motivating teammates to succeed |

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| | <ul style="list-style-type: none"> • Under general supervision, take initiative and work independently on recurring tasks, meeting expectations for quality and quantity. Work with closer supervision to complete new, difficult, or unusual assignments • Build relationships with prospective students, maintaining regular communication through telephone communication and email with the intent to influence decisions to enroll, per departmental best practices and procedures • Conduct weekly calling campaigns to influence prospective students, applicants, and admits • Log phone, email, in-person meetings, and event activities in Salesforce per departmental best practices and procedures • Partner with other recruiters to answer recruitment team phone line and email account, generate leads and respond to inquiries per departmental best practices and procedures • Work with other recruiters, marketing team members, and others to design and deliver unique, immersive event experiences designed to communicate the college’s value and influence prospective students to enroll, involving internal and/or external partners to add value for prospects • Generate leads at assigned events per departmental best practices and procedures, and follow-up with college prospects • Rapidly acquire knowledge of the college’s portfolio of programs, key initiatives, and services including financial aid, communicating features and benefits to prospective students and their families with a sales-minded approach • Travel, as needed, within the Phoenix metropolitan area to attend events and meet with groups of prospective students. Occasional evening or weekend hours may be required • Maintain contact with assigned internal and external partners, leveraging those partnerships to identify tabling events and classroom presentations at which he or she can recruit high school and community college students • Embrace challenges and demonstrate ownership of individual and team goals with a positive attitude • Deliver and receive constructive critical feedback with professionalism. • Other duties as assigned |
| Minimum Qualifications | Bachelor's degree in a field appropriate to the area of assignment AND three (3) years of related experience; OR, Any equivalent combination of experience and/or education from which comparable knowledge, skills, and abilities have been achieved. |

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| Desired Qualifications | <ul style="list-style-type: none"> • Experience in sales, outreach and/or proactive customer service environments • Demonstrated ability to persuade others and build affinity through written and oral communication, including public speaking and one-on-one conversations that take place in person and by telephone • Experience in discretion and confidentiality when handling or exposed to sensitive information • Experience thriving in a fast-paced work environment and pursuing multiple projects simultaneously • Evidence of an interest in education and an unwavering commitment to advocate for educators, both pre-service and in-service |
| Working Environment | <ul style="list-style-type: none"> • Activities are performed in an environmentally controlled office setting subject to extended periods of sitting, keyboarding and manipulating a computer mouse • Frequently required to stand for varying lengths of time and walk moderate distances to perform work • Frequent bending, reaching, lifting, pushing and pulling up to 25 pounds • Regular activities require ability to quickly change priorities which may include and/or are subject to resolution of conflicts • Ability to clearly communicate verbally, read, write, see and hear to perform essential functions • Frequent travel in the field to K-12 sites, community colleges, and other partner organizations in the greater Phoenix area, involving operation of a personal motor vehicle • Position receives regular review of objectives <p>ASU is a diverse enterprise with a wide variety of work and learning modes, locations and a commitment to sustainability, innovation and employee work-life balance. We are determined to maintain our position as an employer of choice in a competitive labor market.</p> <p>Flexible work options</p> <ul style="list-style-type: none"> • Alternative work schedules can include four, 10-hour workdays in a workweek; a nine-day, 80-hour schedule over two workweeks for exempt employees only; and staggered start and stop times • Hybrid work is an arrangement where employees spend a minimum of 60% of their regular workweek at their primary ASU work location. Dean or vice president-level approval is required |
| Department Statement | <p>ASU's Mary Lou Fulton Teachers College creates knowledge, mobilizes people, and takes action to improve education. Nationally recognized as a leader in teacher preparation, leadership development and scholarly research, Mary Lou Fulton Teachers College prepares over 8,000 educators annually. MLFTC faculty create knowledge by drawing from a wide range of academic disciplines to gain insight into important questions about the process of learning, the practice of teaching and the effects of education policy. MLFTC mobilizes people through bachelor's, master's and doctoral degree programs, through non-degree professional development programs and through socially embedded, multilateral community engagement. MLFTC takes action by bringing people and ideas together to increase the capabilities of individual educators and the performance of education systems.</p> |

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| | <p>Aligned with ASU’s charter, MLFTC is committed to advancing inclusive excellence in our curricula, programming and institutional relationships. The college’s core value of Principled Innovation connects individual decision making to the pursuit of inclusive excellence.</p> |
| <p>ASU Statement</p> | <p>Arizona State University is a new model for American higher education, an unprecedented combination of academic excellence, entrepreneurial energy and broad access. This New American University is a single, unified institution comprising four differentiated campuses positively impacting the economic, social, cultural and environmental health of the communities it serves. Its research is inspired by real world application blurring the boundaries that traditionally separate academic disciplines. ASU serves more than 80,000 students in metropolitan Phoenix, Arizona, the nation's fifth largest city. ASU champions intellectual and cultural diversity, and welcomes students from all fifty states and more than one hundred nations across the globe.</p> <p>ASU is a tobacco-free university. For details visit https://wellness.asu.edu/explore-wellness/body/alcohol-and-drugs/tobacco</p> <p>Arizona State University is a VEVRAA Federal Contractor and an Equal Opportunity/Affirmative Action Employer. All qualified applicants will be considered without regard to race, color, sex, religion, national origin, disability, protected veteran status, or any other basis protected by law.</p> <p><u>Notice of Availability of the ASU Annual Security and Fire Safety Report</u> In compliance with federal law, ASU prepares an annual report on campus security and fire safety programs and resources. ASU’s Annual Security and Fire Safety Report is available online at https://www.asu.edu/police/PDFs/ASU-Clery-Report.pdf. You may request a hard copy of the report by contacting the ASU Police Department at 480-965-3456.</p> <p>Relocation Assistance – For information about schools, housing child resources, neighborhoods, hospitals, community events, and taxes, visit https://cfo.asu.edu/az-resources.</p> |
| <p>Employment Verification</p> | <p>ASU conducts pre-employment screening which may include verification of work history, academic credentials, licenses, and certifications.</p> |
| <p>Fingerprint Check Statement</p> | <p>This position is considered safety/security sensitive and will include a fingerprint check. Employment is contingent upon successful passing of the fingerprint check</p> |
| <p>Instructions to Apply</p> | <p>Application deadline is 3:00PM Arizona time on the date indicated.</p> <p>Please include all employment information in month/year format (e.g., 6/88 to 8/94), job title, job duties and name of employer for each position.</p> <p>Resume should clearly illustrate how prior knowledge and experience meets the Minimum and Desired qualifications of this position.</p> <p>ASU does not pay for travel expenses associated with interviews, unless otherwise indicated.</p> <p>Only electronic applications are accepted for this position. 100566BR</p> |