### Duties and Responsibilities

Reporting to both the Recruitment Coordinator for Extended Learning and the Director of Undergraduate Student Recruitment, the Field Recruiter is responsible for recruiting qualified students for Extended Learning's online and off-campus degree programs as well as traditional undergraduate programs. The Field Recruiter is responsible for maximizing online and off-campus student enrollment and retention through the effective implementation of new student recruitment, registration, and other relevant student service processes. Specifically, this role will require a team oriented communication effort among other recruiters, Admissions Counselors, customer service center personnel, Undergraduate Student Recruitment staff, the Recruitment Coordinator for Extended Learning, and the Director of Undergraduate Student Recruitment to target and reach student enrollment goals for West Virginia University's graduate enrollment nationally and undergraduate enrollment in the eastern panhandle region of West Virginia and the neighboring Maryland counties of Garrett, Allegany, and Washington.

Specific responsibilities include (but are not limited to) the following:

- Develop and implement recruitment strategies to attract and matriculate new graduate students to WVU Extended Learning programs and undergraduate students in the eastern panhandle region of West Virginia as well as the Maryland counties of Garrett, Allegany, and Washington counties.
- Respond to inquiries from prospective students and guide them through the admissions process. This includes maintaining open communication via phone, email, and traditional mail as needed.
- Develop and implement an extensive individual recruitment travel schedule based on the assigned territory by making presentations, developing regional recruitment information sessions / targeted events as necessary, and attending other on- and off-campus events which will promote WVU Extended Learning and undergraduate programs, including participation in college day and night programs in the eastern panhandle region.
- Publicize and market WVU programs by attending events, and participating in relevant activities in local communities. These may include receptions, Chamber of Commerce meetings, open houses planned by the incumbent, or other events planned by WVU groups sometimes held outside the normal work week, including Mountaineer Visitation Days and Open Houses.
- Manage the case load related to the assigned territory including implementation of various elements of the Extended Learning and undergraduate recruitment communication plans.
- Build relationships with current students as well as alumni to identify new target audience potential and new opportunities to present the Extended Learning and undergraduate programs.
- Understand the needs of adult learners to resolve questions and concerns to support enrollment goals, as well as the needs of high-school aged students and their families.
- Develop and maintain a list of professional contacts (HR representatives, training coordinators, consultants, and other professionals) at area recruiting events; build and maintain relationships with high school guidance counselors, teachers, principals, and others in positions that have influence the enrollment decisions of high school students.
- Prepare weekly and annual reports on recruitment activities and develop strategic plans for recruitment. This will include significant research and analysis necessary to provide fact-based recommendations related to recruitment and program delivery needs.
- Serve as resource to the Extended Learning Customer Service Center.
- May assist with classroom arrangements at off-campus sites.
- May assist with registrations and New Student Orientation programs.
- Maintain travel log and prepare expense report on monthly basis.
- Attend team meetings; meet with departmenal program contacts, etc.
- Extensive travel, including evening and weekend hours are required.
- Assist with other duties as assigned by the Recruitment Coordinator and Director of Undergraduate Student Recruitment.
QUALIFICATIONS

Education/Knowledge

1. List the level and type of **minimum** education required to qualify for this position **not** for the incumbent.
   - BA/BS required; MA or MS required in Higher Education, Counseling, or related field.

2. What licenses or certification(s) (e.g., electrician’s license) if any, are **required** for the position? Specifically state the reason for this licensor requirement (supervisor’s preference, state or federal law, etc.).
   - Valid driver’s license.

3. What specific skills are **required** in order to carry out the duties of the position?
   - Ability to communicate clearly and make a positive impression with prospective students.
   - Ability to pay close attention to detail in oral and written communication.
   - Ability to effectively write and edit documents on an as needed basis.
   - Excellent interpersonal skills with demonstrated follow-up through admission process.
   - Excellent customer service to provide follow-up with new and prospective students is essential.
   - Commitment to continuous improvement and ability to adapt readily to resulting process changes.
   - Ability to demonstrate a commitment to student-centered services with the ability to relate effectively to students.
   - Demonstrated creative thinking at field-based problem solving.
   - Ability to meet deadlines and to meet quotas.
   - Ability to exhibit professional behavior and positive attitude to best represent WVU to constituents.
   - Show ability to apply WVU policies and procedures.
   - Ability to effectively locate and synthesize information from a variety of sources and summarize research in the form of presentations, reports, process recommendations, etc.
   - Proficiency at building unique relationships in community-based territory.
   - Ability to work within a team environment.
   - Ability to meet performance standards by focusing upon the customer.
   - Must be able to work independently.
   - Sound proficiency in Microsoft Office and data base usage.
   - Demonstrated organizational skills in planning, data collection and retrieval, keeping appointments, and record keeping (calendars, travel logs, etc.).

Experience

In addition to the knowledge/education, please describe the type and **least** amount of **prior directly related** work experience typically required, if any, for a person coming into this position. Experience listed here is considered as concurrent not cumulative.

<table>
<thead>
<tr>
<th>Type of Experience Needed</th>
<th>Amount of Experience Needed (Months/Years)</th>
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<tbody>
<tr>
<td>Experience in counseling assisting prospective students with regards to admissions policies and procedures</td>
<td>Two years</td>
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<tr>
<td>Knowledge of organizational processes and computerized systems and reports</td>
<td>Two years</td>
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<tr>
<td>Public relations, higher education, or counseling/advising experience preferred</td>
<td>Two years</td>
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<tr>
<td>Experience in educational recruitment or related field</td>
<td>One year</td>
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</tbody>
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**ORGANIZATIONAL REPORTING RELATIONSHIPS**

- **PLEASE ATTACH A FLOW CHART FOR YOUR ENTIRE DIVISION AND/OR DEPARTMENT TO THIS FORM.**
  **FAILURE TO PROVIDE THIS FLOW CHART WILL RESULT IN A DELAY IN THE PROCESS!**
**DISCLAIMER**

This description does not state or imply that the duties listed are the only duties to be performed by the position incumbent. Justification for information provided in the PIQ may be requested. Employees are required to follow job-related instructions and perform other job-related activities assigned by their supervisor.

All requirements are subject to possible modification in order to provide a reasonable accommodation to individuals with disabilities. Some requirements may exclude individuals who pose a direct threat or significant risk to the health and safety of themselves, students, other employees, or the general public.

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<tr>
<th>EMPLOYEE GENERAL COMMENTS</th>
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You may add other information which would be important in understanding your job and which has not been covered in other sections of this form.

Employee’s Signature  
Date

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<tr>
<th>SUPERVISOR COMMENT SECTION</th>
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This portion of the questionnaire is to be completed by the employee’s immediate supervisor. As a supervisor, it is important that you review this questionnaire for accuracy and completeness and note any comments you may have next to the employee’s responses and please initial. The space provided is for general remarks you may have. Remember, this questionnaire is intended solely for the purpose of accurately describing the position and not the person or her/his performance.

Immediate Supervisor’s Signature  
Date

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<th>MANAGEMENT COMMENT SECTION</th>
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This portion of the questionnaire is reserved for comments by the second-level supervisor and other management staff members, where applicable, who indirectly supervise this position through other supervisors. As the next level of management over this position, it is important that you review this questionnaire and note any comments you may have next to the employee’s responses and please initial. The space provided below is for any general remarks you may have. Remember, this questionnaire is intended solely for data purposes of accurately describing the position and not the person or her/his performance.

Second Level Supervisor’s Signature  
Date

Revised January 2003