

**OFFICE OF ADMISSIONS**

January 13, 2012

**ASSOCIATE DIRECTOR OF ADMISSIONS/DIRECTOR OF HATTER ALUMNI RECRUITMENT TEAM (HART)****FULL-TIME:** 12 month position

**BASIC JOB DESCRIPTION:** Employee must be a naturally persuasive, creative problem solver who thrives in an upbeat environment with non-standard and varied working hours. A self-motivated, enthusiastic, goal-oriented individual with superior presentation, organizational, and interpersonal skills and will have demonstrated ability to follow direction, problem solve, manage multiple priorities and meet goals. The Associate Director is responsible for achieving goals in increasing alumni engagement and involvement. This is a sales-like admissions and prospect management approach to a designated recruitment territory in an environment where recruiters are responsible for reaching student enrollment and net revenue goals assigned to them. Daily responsibilities include communication with a large number of prospective students and alumni through heavy phone outreach. Personal e-mails, notes, individual appointments, and group presentations are also expected. This position will involve the planning of alumni and prospective student recruitment activities, extensive outreach and travel. Include evening and weekend work, extensive phone use and telemarketing, travel, and directive counseling for individuals and groups. More specifically, the following are essential and other duties may be assigned: Must become knowledgeable about all aspects of Stetson University including academic programs, campus events and activities, orientation, athletics, housing, financial aid, billing, college policy, and important dates. Work in conjunction with the Office of Alumni Relations to run the Hatter Alumni and Recruitment Team (HART) Program. Develop and institute new initiatives to maximize efficacy of alumni involvement in admissions. Recruit and train new alumni as well as communicate with current alumni and parent volunteers.

**QUALIFICATIONS:** Bachelor's degree from a four-year college or university required, Master's Degree preferred. Experience in recruitment, marketing, retail, and other business-like environments is required. To perform this job successfully, an individual must be able to perform each essential duty satisfactorily. The requirements listed below are representative of the knowledge, skill, and/or ability required. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

**ESSENTIAL JOB FUNCTIONS:** Direct the Hatter Alumni Recruitment Team (HART) Program. Coordinates recruiting and training of new alumni volunteers. Works with leaders to institute effective ways to utilize alumni and parents to advance admission efforts. Communicate with volunteers and facilitate their involvement by providing materials, support, feedback, and appreciation. Through heavy use of outgoing contacts via phone, email, IM, etc., the recruiter cultivates, engages, grades, persuades and closes prospective students. Always qualifies conversation and generates next steps (application, enrollment deposit, FAFSA, housing application, registration, etc.). Cultivate relationships with alumni, guidance counselors and other constituents in the territory to assist with the recruitment process. Determine the best next contact for each of the hot prospects in the territory. This involves regular use of the arsenal, which comprises both printed and web information collected for this purpose and members of the campus community - i.e., faculty, alumni, current students, coaches and parents of current students. Leads group information sessions and also meets one-on-one with parents and prospective students to provide information and assist in the application process; gives campus tours. After receipt of application materials, determines and informs students of acceptance and award of scholarships. Reviews files for acceptance and presents admission recommendation to admissions committee. Reviews files for scholarship. Makes financial aid packaging/depth sounding calls. Researches, plans and executes fall and spring travel for recruitment, by evaluating previous years' productivity; coordinates travel plans with college and guidance counselors; meets with prospective students at educational fairs to inform them about the college, i.e. application process, scholarships, financial aid, majors, campus activities and on-campus housing. Other duties as assigned.

**WORKING CONDITIONS:** Extensive travel by air and automobile, both in and out of state; long working hours; perceptual demands for sound, form, depth; and repetitive lifting of printed materials and presentation equipment. This job description in no way states or implies that these are the only duties to be performed by the employee occupying the position; employees will be required to perform other job-related duties requested by their supervisor; all requirements are subject to possible modification to reasonably accommodate individuals with disabilities.

**APPLICATION PROCEDURE:** Please send resume and/or Stetson University application form with salary history and three professional references to: Office of Human Resources, Unit 8327, DeLand, FL 32720. FAX: (386) 822-7562. EMAIL: [humres@stetson.edu](mailto:humres@stetson.edu)

*Stetson University, an equal opportunity employer, affirms the values and goals of diversity and strongly encourages the applications of women and candidates from historically underrepresented groups.*