



Monmouth

COLLEGE®

DESCRIPTION, DUTIES, & EXPECTATIONS OF POSITION

POSITION TITLE:	Director of Chicago Recruitment & Strategic Initiatives (Off Site)
PERSONNEL CLASSIFICATION:	Exempt, Full-time
DEPARTMENT:	Admission
POSITION SUPERVISOR:	Director of Admission
DEPARTMENT HEAD:	Vice President for Enrollment Management

Function of Position: Reporting to the Director of Admission, the Director of Chicago Recruitment & Strategic Initiatives is responsible for supporting the Office of Admission in the coordination and development of student recruitment in the Assigned Region (Specific territories will be assigned by the Office of Admission). Serve as a comprehensive territory manager engaging students and families in the Assigned Region as well as high school, transfer, CBO, and independent counselors in the region. Multiple trips to campus to be determined by Supervisor (role should anticipate 2-6 trips per year).

Primary Duties and Responsibilities: May include, but are not necessarily limited to the following:

- Serves as a member of the admission team managing a recruitment territory to assist in achieving enrollment goals for the College. Advises and guides students and families through the admission process – application requirements, financial aid and scholarship information, residence life, student involvement, educational opportunities, etc.
- Develop and plan (in partnership with the Director of Admission) a regional recruitment strategy for the Chicago Region (and other assigned territories) to align with enrollment goals.
- Engage relevant campus stakeholders to create and execute a strategic plan to focus on targeted areas of recruitment including (but not limited to) Alumni Relations, Music, Art, Theatre, Marching Band, and Athletics (specific to the Chicago Region).
- Develop and execute frequent and consistent follow-up communication to students and families via phone, email, text, and scheduled appointments in recruitment territory to focus on conversion throughout the funnel, including a strong focus on value proposition and financial aid conversations.
- Complete regular reports regarding recruitment, projections, personal schedule, travel, special programs, and professional development.
- Organize and coordinate bus trips to campus for Open Houses, Scholarship Events, Accepted Student Day programming, and Summer Orientation.
- Foster strong relationships among High School and Independent counselors in assigned territories including meetings at the high school as well as hosting them to coffee/lunch to learn more about Monmouth College.
- Review and make decisions in accordance with policy for prospective students from assigned territory.
- Travel to campus for key visit days, campus events and training as needed.
- Represent the College through active involvement in professional organizations such as CARR, IACAC, etc.
- Maintain knowledge of current trends in the field. Seek out opportunities for leadership, presentations, etc.
- Adhere to College policies and procedures regarding travel and other requirements.

(Director of Chicago Recruitment & Strategic Initiatives 11.15.22)

Knowledge, skills, and abilities required: To perform this job successfully, an individual must be able to perform each duty satisfactorily. The requirements listed below are representative of the knowledge, skill and/or ability required.

- Demonstrated ability to think critically and initiate and implement projects independently.
- Knowledge of Monmouth College and all its programs and services.
- Communicate effectively via phone, video chat, etc.
- Demonstrated ability to work with a wide range of people and commitment to diversity.
- Knowledge or willingness and ability to learn Enrollment CRM to enhance recruitment tasks.
- Skill in effective communication and public presentations.
- Experience with and sensitivity to diverse populations.
- Knowledge of the sales strategies and the skills regarding the recruitment process.
- Ability and willingness to keep sales process through phoning and other types of communication.
- Knowledge of admissions processes and requirements; as well as NACAC's Statement of Principles of Good Practice (SPGP).
- Ability to travel and work a varied schedule with flexible hours, including nights and weekends.
- Required to maintain a valid driver license and satisfactory driving record.
- Ability to represent the office and the College in a professional manner.

WORK RELATIONSHIPS: Reports to the Director of Admission and, through the Director of Admission, to the Vice President for Enrollment Management. Works independently from an off campus setting as well as with other members of the Admission Office Staff. Frequent contact with prospective students and their parents, current students, staff, faculty, alumni, and persons outside the campus community.

EDUCATION, EXPERIENCE, AND CERTIFICATION: Bachelor's degree required. Master's degree preferred.

SKILLS, KNOWLEDGE, AND ABILITIES: Demonstrated ability to plan, implement and evaluate complex tasks and procedures. Excellent organization, communication, and supervision skills. Willingness and ability to work effectively with all campus and associated constituencies. Willingness and ability to travel extensively. Valid driver's license and satisfactory driving record. Ability to maintain confidentiality.

GENERAL EXPECTATIONS OF POSITION: Work effectively and collaboratively with position supervisor. Conduct is expected to be professional and courteous. Duties and responsibilities are to be conducted in a manner that promotes and is consistent with the intrinsic goals of Monmouth College. Regular attendance at work is an essential function of the job. All requirements are subject to change, with modifications made to accommodate individuals with disabilities.

ADDITIONS, AMENDMENTS, AND DELETIONS: The whole or any portion of this description may be added to, amended, or deleted at any time by the position supervisor, department, or the President.