Florida Agricultural and Mechanical University

ADMINISTRATIVE & PROFESSIONAL

POSITION DESCRIPTION

1. Division:
   Student Affairs

2. Transaction Type:
   [ ] Establishment
   [X] Update
   [ ] Reclassification
   [ ] Transfer

3. Position Number: 18958

4. School/College/Department
   Admissions and Recruitment

5. Department Number:

6. Effective Date: (Personnel Use Only)

7. Section:

8. FTE: 1

9. Budget Entity:

10. Pay Plan:

11. Subsection:
    PRES

12. Class Code:
    9361

13. City
    Tallahassee

14. County
    Leon

15. Class Code:
    9361

16. STATEMENT OF FUNCTION. Describe in detail the specific duties and responsibilities assigned this position. Attach additional sheets, if necessary, to properly describe the position.

   Essential Functions of the Job* - Essential Functions of the Job* -

   Serves under the working title of Coordinator for Recruitment. Reports to the Director of Recruitment. Primary emphasis will be placed on recruiting undergraduate students. Serve as a liaison and outreach coordinator with the 28 Community Colleges. Coordinates programs and services for student designed to enhance success of prospective students. Coordinates office’s follow-up with all prospective students who have visited campus and/or inquired about institutional admissions. Assists in conducting workshops, campus visitations, events, open houses, and recruitment initiatives targeted toward student recruitment. Maintains liaisons with targeted high schools, counselors, staff/faculty regarding information dissemination and referrals on recruitment, admissions, and actual enrollment.

   - Participates in the development and meets targeted recruitment goals assigned by the Director of Recruitment.
   - Coordinates and manages student call-team and email program to respond to prospective students.
   - Participates in the design, update and distribution of publications updates targeted toward all prospective students. Publishes and provides input for student recruitment materials.
   - Coordinates packaging of outbound mail for marketing programs.
   - Coordinates, manages, and prepares reports related to prospective students as part of the recruitment process and activities. Implements and maintains communication plan using appropriate recruitment module within the PeopleSoft System.

Program Direction and Development – Responsible for coordinating, and implementing all activities, programs, and services for university recruitment. Responsible for recruiting and representing the University accurately and positively. Responsible for coordinating identified aspects of the campus recruitment program. Responsible for collecting, analyzing, and reporting recruitments statistics. Represents the university at college fairs, off-campus meetings, decision days, and conducts recruitment presentations to prospective students. Performs other duties as assigned by the Associate Director or Director of Admissions and Recruitment, and/or Associate Vice President for Enrollment Management.

Level of Public Contact (statement of internal and external business contact, including frequency and scope) – High level of public contact due to high visibility within campus community. Provide assistance in professional marketing, public relations, and outreach activities to enhance campus and community awareness of the Office of Admissions and Recruitment and attract targeted campus visitors.

Marginal Functions of the Job** - Attention to Admissions processing and/or follow-up during peak load periods. Performs other duties as assigned by the Director of Recruitment, Associate Vice President for Enrollment Management or Vice President for Student Affairs.
17. **POLICY MAKING INTERPRETATION:** Assists the Director in the formulation, development and implementation of University policy and procedures for recruitment and articulation regarding admission at FAMU. Also responsible for assisting in the formulation and interpretation of undergraduate admissions policies to ensure maintenance and security of student information. Interprets and implements university and SUS policies for all student types.

18. **SUPERVISOR'S POSITION:** Number: 19276 Class Code: 9422 Class Title: Director of Recruitment

19. **SUBORDINATE UNITS:** (State organizational units under your direct supervision. Include class titles and position numbers of positions directly supervised.)
   - OPS or Student Assistants

20. **MONETARY RESPONSIBILITY:** Current budget for which this position is accountable. Include statement of responsibility for funds, amount and consequence of error.
   - Responsible for maintaining expenditure records of the assigned annual budget under the supervision of the Director of Recruitment and/or Associate Vice President for Enrollment Management.

21. **STATEMENT OF RESPONSIBILITY FOR CONFIDENTIAL DATA** (The disclosure of which would be prejudicial to the successful operation of the University.)
   - Must ensure compliance with the Federal Educational Rights Privacy Act (FERPA) regarding handling confidential student records and other confidential information.

22. **KNOWLEDGE/SKILLS/ABILITIES:**
   - Must be computer literate and know common PC software applications. Ability to navigate PeopleSoft System. Must have excellent communication skills, both orally and in writing. Should be creative, enthusiastic and must have the ability to interact in multiple settings.

**EDUCATION/TRAINING/EXPERIENCE –**

   **Specialized Minimum Qualifications:** Master’s degree from an accredited institution in education, student personnel, public administration, business, or a related area and four years of appropriate experience; or a bachelor’s degree from an accredited institution in education, public administration, business, or a related area and six years of appropriate experience.
   A valid motor vehicle driver’s license.

   **Preferred Qualifications:** Master’s degree with four to six years of marketing and/or student recruitment experience in higher education especially in admissions, campus outreach, alumni relations, high school outreach, or community visitor services. Working knowledge of FAMU campus. Knowledge of NCAA rules. Experience with PeopleSoft, SCT Banner or other similar resource planning software.
23. REQUIRED LICENSES/CERTIFICATIONS/OTHER SPECIFIC REQUIREMENTS OF LAW:

Please review statements below check all that apply.

☐ This position requires a background check and/or fingerprinting. Florida Statutes.
☐ This position requires a childcare provider security check as required under Sections 402.305 and 402.3055, Florida Statutes.
☐ This position is responsible for meeting the requirements of Section 215.422, Florida Statutes, as amended regarding the approval and/or processing of vendors’ invoices and/or distribution of warrants to vendors.
☐ This position requires licensure, certification or other special requirements described below.

ATTACH ADDITIONAL SHEETS, IF NECESSARY, TO PROPERLY DESCRIBE THE POSITION

24. SIGNATURES:

Incumbent __________________________________________  Signature ___________________________ Date __________

Reviewing Officer & Title ______________________________  Signature __________________________ Date __________