

Non-Classified/FEAP FORM

DUTIES AND RESPONSIBILITIES

List and completely explain the current duties and responsibilities of the position. Consider work performance over a 12-month period. Employees must use their own words to describe duties and responsibilities.

The Program Recruiter for the Eberly College of Arts and Sciences off-campus/online programs will be responsible for market analysis, recruitment activities, and streamlining and implementing the communication process for student prospects. In the initial year and a percentage thereafter, the Program Recruiter for the Eberly College will report to the Recruitment Coordinator for WVU Online. While the position will be a direct report of WVU Online, the individual will be directly responsible for student recruitment in the Eberly College and located in the College. Responsibilities include and are not limited to:

- * Identifying and researching new and expanded market opportunities that are compatible with the strategic plans of WVU, Eberly College of Arts and Sciences, and academic units where the programs are managed.
- * Initiating student recruiting and prospect support.
- * Using Hobsons EMT Connect to manage and document the Eberly extended learning student inquiry and application process.
- * Tracking and responding to changing environmental factors.
- * Delivering exceptional customer service to Eberly College Online/Off-campus customer groups by sending targeted emails, mailing information packets, placing phone calls, etc.
- * Serve as a liaison between the Eberly College online/off-campus programs and WVU Online, Admissions & Records, Financial Aid, etc.
- * In cooperation with the Eberly Key Communicator and WVU Online staff, develop and implement appropriate communication plan(s) for Eberly online and off-campus student recruitment.
- * Identify and participate in off-campus recruiting events for defined programs.
- * Ability to work on a registration deadline, meet required enrollment goals and use a consultative sales approach to recruit students to Eberly extended learning programs.
- * Understand the needs of adult learners to resolve questions and concerns to support enrollment goals.
- * Collaborate with alumni to develop new student and professional networks and garner student referrals.
- * Keeping the Program Chair and Recruitment Coordinator informed of any trends or patterns that may impact the University's recruitment efforts.
- * Analysis of data and other relevant enrollment management information.
- * Understanding the diverse nature of extended learning participants and assisting WVU in reaching its goals for building a diverse student body.
- * Other duties as assigned by the Recruitment Coordinator for WVU Online and the Eberly Dean's Office in conjunction with Eberly Department Chairs of online/off-campus programming.

QUALIFICATIONS

Education/Knowledge

1. List the level and type of minimum education required to qualify for this position not for the incumbent.

- MA in Marketing, Higher Education, or related discipline. Two years experience working with graduate students or adult learners in an online environment is a plus.

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

• None

3. What specific skills are required in order to carry out the duties of the position?

- Accomplished organizational skills necessary in coordinating and overseeing the graduate student recruitment and enrollment process.
- Self-motivated and dedicated to the completion of his/her responsibilities (not exhibiting an hourly-employee mentality).
- Excellent time management skills required in managing an extensive workload, multiple projects, requests, deadlines, etc.
- Positive and results-orientated attitude.
- Ability to act independently to accomplish tasks and implement solutions to problems without direct supervision.
- Demonstrated ability to set priorities and carry out assignments within established deadlines.
- Must be prompt and thorough, with considerable attention to detail.
- Effective communicator and presenter.
- Strong computer skills with the ability to quickly learn and adapt to new software.
- Demonstrated ability to function professionally, sometimes under deadlines and/or stressful or confrontational situations.
- Ability to meet performance standards by focusing on the customer.
- Demonstrated commitment to student-centered students with the ability to relate effectively to students.
- Ability to communicate clearly and make a positive impression with prospective students.

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.

Type of Experience Needed

- Experience in developing and managing online graduate programs
- Developing strategies for successful graduate student recruitment
- Experience in conducting extensive research for strategic planning

Amount of Experienced Needed (Months/Years)

- 2 or more years
- 2 or more years
- 2 or more years

ORGANIZATIONAL REPORTING RELATIONSHIPS

- PLEASE ATTACHE 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.

EMPLOYEE GENERAL COMMENTS

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

SUPERVISOR COMMENT SECTION

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

MANAGEMENT COMMENT SECTION

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