

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 Special Education programs will be responsible for recruitment activities, streamlining and implementing the communication process for student prospects and market analysis. In the initial year and a percentage thereafter, the Program Recruiter for Special Education 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 and orientation for Special Education and will be located in the College of Human Resources and Education. Responsibilities of the Program Recruiter are to:

- * Identify and research new and expanded market opportunities that are compatible with the strategic plans of WVU, the College of Human Resources and Education, and Special Education.
- * Work with WVU Online in securing state authorizations and work with the authorizing agencies in other states and countries to assist students seeking teaching certification or other licensure.
- * Initiate student recruiting and prospect support.
- * Use Hobsons EMT Connect to manage and document the Special Education student inquiry and application process.
- * Track and respond to changing environmental factors.
- * Deliver exceptional customer service to all Special Education customer groups by sending targeted emails, mailing information packets, placing phone calls, etc.
- * Develop and implement tactics aimed at increasing retention rates.
- * Serve as a liaison between the Special Education Online program and WVU Online, Admissions & Records, Financial Aid, etc.
- * In cooperation with the College of Human Resources and Education Key Communicator and WVU Online staff, develop and implement appropriate communication plan(s) for College of Human Resources and Education online and off-campus student recruitment.
- * Identify and participate in both on-campus and off-campus recruiting efforts.
- * Work efficiently on a registration deadline, meet required enrollment goals and use a consultative sales approach to recruit students to the Special Education Online program.
- * 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.
- * Keep the Department Chair for Special Education and the Recruitment Coordinator for WVU Online informed of any trends or patterns that may impact the University's recruitment efforts. Assist with the analysis of data and other relevant enrollment management information.
- * Understand the diverse nature of extended learning participants and assist WVU in reaching its goals for building a diverse student body and global outreach.
- * Other duties as assigned by the Recruitment Coordinator for WVU Online and Department Chair for Special Education.

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, 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 licensure 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