# Student Recruitment Coordinator

**Job Number:** 46020

<table>
<thead>
<tr>
<th>Campus/Location</th>
<th>Tempe</th>
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<tr>
<td><strong>Department Name</strong></td>
<td>Mary Lou Fulton Teachers College</td>
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<tr>
<td><strong>Grant Funding</strong></td>
<td>This is not a grant funded position and is not contingent on future grant funding.</td>
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<td><strong>Close Date</strong></td>
<td>October 23, 2018</td>
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## Job Description

Arizona State University’s Mary Lou Fulton Teachers College creates knowledge, mobilizes people and takes action to improve education. Nationally recognized as a leading innovator in teacher education and scholarly research, Mary Lou Fulton Teachers College prepares nearly 6,000 educators annually through bachelor’s, master’s and doctoral degree programs.

Reporting to the director of student recruitment, the graduate student recruiter will serve an integral role on a team charged with recruiting and yielding students into campus-based and online graduate degree and certificate programs.

The graduate student recruiter will be a professional and knowledgeable advocate for the field of education and the future of educators in Arizona and nationally. S/he will develop deep knowledge of the college’s portfolio of degree and certificate programs and will be comfortable comparing the value of the college’s programs to that of its peer and competitor providers. The program portfolio will include programs that lead to teacher certification, as well as specialized programs in policy, education technology, learning design, data analytics and other disciplines.

The graduate student recruiter will work with the director of student recruitment to define and meet intermediate team and individual goals that will serve as milestones on the way to meeting the university’s ultimate enrollment goals for the college.

The successful candidate will be skilled at building relationships with prospects, applicants and admits. S/he, will be a persuasive public speaker and communicator who can build trust and strong relationships. Key partners within the college will include the other members of the student recruitment team, members of the marketing team who will provide communications support, college faculty, and other ASU recruiters at both the university and college levels.

## Essential Duties

- Build relationships with prospects and applicants, actively work the applicant funnel (application, admitted, yield, enrolled) for graduate programs
- Rapidly acquire and maintain knowledge of the college’s portfolio of graduate programs and services, including financial aid, and communicate the value of the college to prospective students
- Travel, as needed, within Arizona and potentially out of state, to meet personally with groups of prospective students
- Work with other members of the recruitment/marketing team, faculty and others to design and deliver high-touch, face-to-face experiences for prospective students
- Plan and participate in high-touch events and opportunities to engage with current students, faculty and alumni
- Work with director and other colleagues towards intermediate team and individual goals
- Monitor progress on individual and programmatic goals and report effectively to the director
- Represent the college and its strategic vision to external audiences of higher-education personnel, community organizations, school districts and others

**Minimum Qualifications**
Bachelor's degree in a field appropriate to the area of assignment AND three (3) years of related experience; OR, Any equivalent combination of experience and/or education from which comparable knowledge, skills, and abilities have been achieved.

**Desired Qualifications**
- Experience in a higher education recruitment environment
- Experience delivering public presentations with a persuasive purpose
- Experience tracking prospect and recruiter actions in Salesforce or comparable application
- Experience in working independently, solve problems and make decisions
- Experience in clearly explaining one’s thinking and rationale for decisions
- Experience in professionalism and delivering and receiving constructive critical feedback
- Experience in discretion and confidentiality when handling or exposed to sensitive information
- Experience in customer service orientation with a bias toward action and problem solving
- Evidence in having a passion for education and an unwavering commitment to advocate for educators

**Working Environment**
- Activities are performed in an environmentally controlled office setting subject to extended periods of sitting, keyboarding and manipulating a computer mouse.
- Required to stand for varying lengths of time and walk moderate distances to perform work
- Frequent bending, reaching, lifting, pushing and pulling up to 40 pounds
- Regular activities require ability to quickly change priorities, which may include and/or are subject to resolution of conflicts
- Ability to clearly communicate verbally, read, write, see and hear to perform essential functions

**Department Statement**
Arizona State University’s Mary Lou Fulton Teachers College creates knowledge, mobilizes people and takes action to improve education. Nationally recognized as a leading innovator in teacher education and scholarly research, Mary Lou Fulton Teachers College prepares over 1,500 educators annually through bachelor's, master's and doctoral degree programs.

Working with a mindset of creative intrapreneurship to bring positive change within organizations, Mary Lou Fulton Teachers College brings people and ideas together to improve student outcomes. We seek to develop a renewable resourcefulness in individual educators, in schools, in school districts and in communities.
In line with the charter and design principles of Arizona State University, Mary Lou Fulton Teachers College asserts the following four core values:

- Pursue excellence at scale to achieve impact
- Exercise leadership through innovation
- Champion diversity of people and ideas
- Share responsibility for the strength of communities

**ASU Statement**

Arizona State University is a new model for American higher education, an unprecedented combination of academic excellence, entrepreneurial energy and broad access. This New American University is a single, unified institution comprising four differentiated campuses positively impacting the economic, social, cultural and environmental health of the communities it serves. Its research is inspired by real world application blurring the boundaries that traditionally separate academic disciplines. ASU serves more than 90,000 students in metropolitan Phoenix, Arizona, the nation’s fifth largest city. ASU champions intellectual and cultural diversity, and welcomes students from all fifty states and more than one hundred nations across the globe.

ASU is a tobacco-free university. For details visit [www.asu.edu/tobaccofree](http://www.asu.edu/tobaccofree)

AmeriCorps, Peace Corps, and other national service alumni are encouraged to apply.

Arizona State University is a VEVRAA Federal Contractor and an Equal Opportunity/Affirmative Action Employer. All qualified applicants will be considered without regard to race, color, sex, religion, national origin, disability, protected veteran status, or any other basis protected by law.

**Instructions to Apply**

Application deadline is 3:00PM Arizona time on the date indicated.

Please include all employment information in month/year format (e.g., 6/88 to 8/94), job title, job duties and name of employer for each position.

Resume should clearly illustrate how prior knowledge and experience meets the Minimum and Desired qualifications of this position.

ASU does not pay for travel expenses associated with interviews, unless otherwise indicated.

Only electronic applications are accepted for this position.

**Instruction for ASU Online Employment Applications**

Go to the ASU Human Resources site: [https://cfo.asu.edu/hr-applicant](https://cfo.asu.edu/hr-applicant) and scroll down to Jobs at ASU.

- Select **External Staff Job Opportunities** if you’re not currently an ASU employee (you must create an account or enter existing account information).
- Select **Internal Staff Job Opportunities** if you’re a current ASU employee.
- Enter **Requisition ID 46020BR** in the Search box.
- Click the red job title to view the entire job description.
- To apply, select the check box to the left of the job title and click on **Apply to job(s)** at the bottom of the screen.
- Click **Let’s get started** to begin the application process.