# Graduate Degree Programs Recruiter, Senior  
*(Job Number: 58677BR)*

<table>
<thead>
<tr>
<th>Campus Location</th>
<th>West</th>
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<tbody>
<tr>
<td>Full-Time/Part-Time</td>
<td>Full-Time</td>
</tr>
<tr>
<td>Grant Funded Position</td>
<td>This is not a grant funded position and is not contingent on future grant funding.</td>
</tr>
<tr>
<td>Salary</td>
<td>Depends on Experience</td>
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<tr>
<td>Close Date</td>
<td>February 14, 2020</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 dynamic recruitment team charged with recruiting students into on-campus degree programs in the Mary Lou Fulton Teachers College, one of the leading colleges of education in the U.S. This position will be housed on the West campus. However, the position may be relocated to the Tempe campus to meet the needs of the college. The graduate student recruiter will be part of a team of recruiters. While they will specialize in an assigned portfolio of programs and/or market segments, they will operate with a strong working knowledge of all college degree programs. Working at times individually and also together, recruitment team members recruit students for MLFTC degree programs on ASU campuses and at other class locations as assigned, meeting new student enrollment goals set by the university and the college. Some, but not all, programs lead to teacher certification in the state of Arizona.

The graduate student recruiter will work strategically and independently with other departments within the college and also with external stakeholders such as local K-12 district and community college administrations to create new recruitment pipelines of in-service educators and career changers into college graduate degree programs, meeting goals for prospect/lead generation. Moreover, the graduate student recruiter builds relationships with prospective students, maintaining communication and creating experiences designed to drive qualified applications, meeting application goals. The graduate student recruiter may be asked to support applicants and admits as well.

To meet prospecting goals, the successful candidate will be skilled at working independently across a broad range of established internal and external stakeholders to identify strategic opportunities for student recruitment and lead generation. Key partners within the college will include faculty leaders, Next Education Workforce initiative, Office of Professional Experiences, Assistant Director of Undergraduate Recruitment, members of the integrated marketing, communications, and recruitment team, and others. The successful candidate will be similarly skilled at identifying new internal and external stakeholders and
initiating relationships that lead to the building of productive recruitment pipelines.
To meet application goals, the successful candidate will be skilled at building affinity with prospective students, presenting program benefits and addressing barriers to enrollment. Affinity is built via telephone communication, written communication, in-person meetings, and events, held on campus, off campus, and online. The successful candidate will effectively compare and contrast the value of the college’s programs to those of its competitors, be a persuasive public speaker, and build trust.
The person in this position needs to be able to advocate professionally for the field of education and for future of educators in Arizona and nationally.

**Essential Duties**

- Initiates and develops strategic efforts to build recruitment pipelines from external organizations to MLFTC graduate degree programs.
- Meet prospecting goals by working with established stakeholders and initiating relationships with new ones to build recruitment pipelines from external organizations (e.g., K-12 and community college district administrations) into college graduate degree programs.
- Generate leads at assigned events per departmental best practices and procedures.
- Meet application goals by building relationships with prospects and applicants, maintaining regular communication with the prospect pool through telephone communication and email with the intent to influence decisions to enroll, per departmental best practices and procedures.
- Working sometimes independently and sometimes as part of a team, lead events and group presentations, both face-to-face and virtual, as assigned
- Log phone, email, in-person meetings, and event outcomes in Salesforce per departmental best practices and procedures.
- Working sometimes independently and sometimes as part of a team, design and recruit for events designed to influence prospective students, applicants, and admits to enroll in MLFTC programs
- Work effectively with other members of the recruitment/marketing team, faculty and others to design and deliver unique, immersive experiences designed to communicate the college’s value and generate leads and applications.
- Works independently under indirect supervision.
- Provides interpretation of both university and college policies and procedures to prospective students and external stakeholders.
- Explains MLFTC programs and benefits using a sales-minded approach to address barriers and increase prospect and applicant pools.
- Rapidly acquire knowledge of the college’s portfolio of degree programs and services including financial aid, communicating benefits to prospective students.
- Rapidly develop an understanding the college’s key initiatives, communicating their value to prospective students.
- Partner with other recruiters to answer recruitment team phone line and email account, generate leads and respond to inquiries per departmental best practices and procedures.
- Travel, as needed, within Arizona and potentially out of state, to meet personally with groups of prospective students
- Embrace challenges and demonstrate ownership of individual and team goals with a positive attitude
- Work independently, solve problems, and make strategic decisions
- Deliver and receive constructive critical feedback with professionalism
- Monitor and report on progress toward meeting individual and team goals, making recommendations to assistant director and director as needed to improve performance.
- Other duties as assigned.

**Minimum Qualifications**

Bachelor's Degree in a field appropriate to the area of assignment AND five (5) years of directly related experience; one (1) of which includes promotional sales, marketing or similar experience; OR, any equivalent combination of education and/or experience from which comparable knowledge, skills and abilities have been achieved. Travel commitments may include domestic and international requirements involving extended and/or protracted periods of time.

**Desired Qualifications**

- Experience identifying prospective external stakeholders and initiating relationships with them, building external recruitment/sales pipelines
- Experience in a higher education recruitment environment
- Experience in sales, outreach and/or proactive customer service environments
- Experience tracking prospect and recruiter actions in Salesforce or comparable application
- Demonstrated ability to persuade others and build affinity through written and oral communication, including public speaking and one-on-one conversations.
- Discretion and confidentiality when handling or exposed to sensitive information
- Experience thriving in a fast-paced work environment and pursuing multiple projects simultaneously
- A passion for education and an unwavering commitment to advocate for educators, both pre-service and in-service.

**Working Environment**

Duties are performed in an environmentally controlled office setting subject to extended periods of sitting, telephone communication, 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. Duties are also performed in the field at K-12 sites, community colleges, and other partner organizations.

**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 6,000 educators annually.
MLFTC faculty create knowledge by drawing from a wide range of academic disciplines to gain insight into important questions about the quality of teaching and learning and the performance of education systems.

MLFTC mobilizes people through bachelor's, master's and doctoral degree programs, through non-degree professional development programs and through socially embedded, multilateral community engagement.

MLFTC takes action by bringing people and ideas together to increase the innovation capabilities of individual educators, schools and organizations, districts and 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 80,000 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

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.

**Notice of Availability of the ASU Annual Security and Fire Safety Report**

In compliance with federal law, ASU prepares an annual report on campus security and fire safety programs and resources. ASU’s Annual Security and Fire Safety Report is available online at [https://www.asu.edu/police/PDFs/ASU-Clery-Report.pdf](https://www.asu.edu/police/PDFs/ASU-Clery-Report.pdf). You may request a hard copy of the report by contacting the ASU Police Department at 480-965-3456.

Relocation Assistance – For information about schools, housing child resources, neighborhoods, hospitals, community events, and taxes, visit [https://cfo.asu.edu/relocation-services](https://cfo.asu.edu/relocation-services).

**Employment Verification**

ASU conducts pre-employment screening which may include verification of work history, academic credentials, licenses, and certifications.

**Background Check Statement**

ASU conducts pre-employment screening for all positions which includes a criminal background check, verification of work history, academic credentials, licenses, and certifications. Employment is contingent upon successful passing of the background check.
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<thead>
<tr>
<th>Instructions to Apply</th>
<th>Application deadline is 3:00PM Arizona time on the date indicated.</th>
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<tr>
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<td>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.</td>
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<td>Resume should clearly illustrate how prior knowledge and experience meets the Minimum and Desired qualifications of this position.</td>
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<td>ASU does not pay for travel expenses associated with interviews, unless otherwise indicated.</td>
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<td>Only electronic applications are accepted for this position.</td>
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<td><a href="https://cfo.asu.edu/applicant">https://cfo.asu.edu/applicant</a></td>
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