

Student Recruitment Coordinator, Native and Indigenous (Job Number: 71493BR)

Campus Location	West
Full-Time/Part-Time	Full-Time
Grant Funded Position	This is a grant-funded position and is contingent on future grant funding.
Salary	Depends on experience
Close Date	September 27, 2021
Job Description	<p>ASU’s Mary Lou Fulton Teachers College (MLFTC) has the mission of creating knowledge, mobilizing people and fostering actions that improve education. Our programs bring people and ideas together to increase the innovation capabilities of individual educators, schools and organizations, districts and communities. Our core values align with ASU’s charter and design imperatives most importantly those related to: justice, equity, diversity and inclusion (JEDI). We are also inspired by our framework for Principled Innovation, the ability to imagine new concepts, catalyze ideas, and form new solutions, guided by principles that create positive change for humanity.</p> <p>MLFTC is building the Next Education Workforce which starts with the conviction that, if we’re not getting the workforce or the learning outcomes we want, we need to redesign the profession, the workplace and how we prepare people for both. As such, Mary Lou Fulton Teachers College, partners with schools and organizations to:</p> <ol style="list-style-type: none"> 1. Provide all students with deeper and personalized learning by building teams of educators with distributed expertise; and 2. Empower educators by developing new opportunities for role-based specialization and advancement. <p>MLFTC has been awarded two new grants to support education among Arizona’s tribal communities. The Preparing Educators for Arizona’s Indigenous Communities (PEAIC) project will prepare 140 indigenous educators across Arizona by providing them with access to high-quality teacher preparation programs and funding to cover educational costs.</p> <p>MLFTC invites applications for the position of Student Recruitment Coordinator to reach out to indigenous communities and recruit eligible students into the PEAIC program. The Student Recruitment Coordinator will serve an integral role on a dynamic recruitment team charged with recruiting and yielding students into degree programs at Mary Lou Fulton Teachers College, one of the leading colleges of education in the U.S. The recruitment team is part of an integrated marketing and communications team that strengthens the college’s engagement with a number of constituencies: prospective students for programs; applicants to those programs; alumni; foundations; and policymakers and influencers involved in the national conversations about education.</p> <p>This position is posted at ASU’s West campus but there are opportunities available to work from off-site locations throughout the state of Arizona. Occasional travel to tribal lands and other locations will be required.</p>

	<p>Reporting directly to the Director of Student Recruitment and indirectly to the Vice Dean, Division of Teacher Preparation, the Student Recruitment Coordinator will focus on recruiting indigenous students to the PEAIC program, meeting new student enrollment goals. The Student Recruitment Coordinator works independently to meet his or her own new student enrollment goals with the support of other student recruiters, the integrated marketing and communications team, and the Division of Teacher Preparation, which oversees the grant. The recruiter is also responsible for building and maintaining relationships with external partners who are key stakeholders, including but not limited to Salt River Pima-Maricopa Indian Community, Gila River Indian Community, K-12 districts and school sites that serve a large proportion of indigenous students, and community organizations. The successful candidate will be skilled at building affinity with individual prospective students, applicants, and admits, influencing their enrollment decisions. Affinity is built via telephone communication, written communication, and in-person meetings and events.</p> <p>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.</p> <p>The person in this position needs to be able to advocate professionally for indigenous educators, the field of education, and for the future of educators in Arizona and nationally.</p> <p>Key partners within the college will include the other members of the native/ indigenous grant team, recruitment team, members of the marketing team who will provide communications support for the recruitment team, and other ASU student recruiters at both the University and college levels.</p> <p>In this role, the Student Recruitment Coordinator will gain a strong recruitment skill set and have opportunities to contribute to marketing and communications strategies and deliverables within the unique context of native and indigenous education.</p> <p>This grant award is subject to the provisions of section 7(b) of the Indian Self-Determination and Education Assistance Act (Pub. L. 93-638), granting preferences and opportunities for training and employment to Indians, defined as a member of any federally recognized tribe.</p>
<p>Essential Duties</p>	<ul style="list-style-type: none"> • Recruit prospective students to PEAIC program. • Work independently to meet enrollment goals, collaborating with internal and external partners. • Build relationships with prospects and applicants, maintaining regular communication with the applicant funnel (application, admitted, yield, enrolled) through telephone communication and email with the intent to influence decisions to enroll, per departmental best practices and procedures. • Conduct weekly calling campaigns to influence prospective students, applicants, and admits. • Log phone, email, in-person meetings, and event activities in Salesforce per departmental best practices and procedures.

	<ul style="list-style-type: none"> • 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. • Design and recruit for events designed to influence prospective students, applicants, and admits to enroll in PEAIC programs. • Work 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 influence prospective students, applicants, and admits. • Lead events and group presentations, both face-to-face and virtual, as assigned. • Generate leads at assigned events per departmental best practices and procedures. • Explain PEAIC and MLFTC programs and benefits using a sales-minded approach to increase enrollment. • Persuasively and professionally communicate with students and their families during the college decision process. • Understand and effectively communicate the value of financial aid/award packages to students and their families. • Rapidly acquire knowledge of the college's portfolio of programs and services including financial aid, communicating benefits to prospective students and their families. • Rapidly develop an understanding of the college's key initiatives, communicating their value to prospective students and their families. • Travel, as needed, within Arizona and potentially out of state, to meet personally with groups of prospective students. • Serve as the recruitment contact for tribal communities, assigned K-12 schools, school districts, community colleges, and other partner institutions. • Work with external clients/audiences to identify potential recruitment opportunities for the college. • 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 supervisors as needed to improve performance.
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	<ul style="list-style-type: none"> • Knowledge of indigenous populations in Arizona and, in particular, their unique educational and cultural context. • 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.

	<ul style="list-style-type: none"> • Experience in persuading others and building affinity through written and oral communication, including public speaking and one-on-one conversations. • Experience in discretion and confidentiality when handling or exposed to sensitive information. • Experience working in a fast-paced work environment and pursuing multiple projects simultaneously. • Evidence of having an interest in education and an unwavering commitment to advocate for educators, both pre-service and in-service.
<p>Working Environment</p>	<ul style="list-style-type: none"> • This position is posted at ASU’s West campus but there are opportunities available to work from off-site locations throughout the state of Arizona. Occasional travel to tribal lands and other locations will be required. • 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 on tribal lands, at K-12 sites, community colleges, and other partner organizations. • Regular review of completed tasks.
<p>Department Statement</p>	<p>ASU’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 7,600 educators annually.</p> <p>MLFTC faculty create knowledge by drawing from a wide range of academic disciplines to gain insight into important questions about the process of learning, the practice of teaching, and the effects of education policy.</p> <p>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.</p> <p>MLFTC takes action by bringing people and ideas together to increase the capabilities of individual educators and the performance of education systems.</p> <p>MLFTC is committed to ensuring that the fundamental commitment to advancing system equity, inclusion, and justice is enacted in our curricula, programming, and relationships. Our ultimate goal is to help us imagine possibilities for creating sustainable cultures in our college and with our global communes that is reflective of a deep commitment to inclusion, systemic equity, and justice.</p>

<p>ASU Statement</p>	<p>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.</p> <p>ASU is a tobacco-free university. For details visit www.asu.edu/tobaccofree</p> <p>AmeriCorps, Peace Corps, and other national service alumni are encouraged to apply.</p> <p>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.</p> <p><u>Notice of Availability of the ASU Annual Security and Fire Safety Report</u></p> <p>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. You may request a hard copy of the report by contacting the ASU Police Department at 480-965-3456.</p> <p>Relocation Assistance – For information about schools, housing child resources, neighborhoods, hospitals, community events, and taxes, visit https://cfo.asu.edu/relocation-services.</p>
<p>Employment Verification</p>	<p>ASU conducts pre-employment screening which may include verification of work history, academic credentials, licenses, and certifications.</p>
<p>Fingerprint Check Statement</p>	<p>This position is considered safety/security sensitive and will include a fingerprint check. Employment is contingent upon successful passing of the fingerprint check.</p>
<p>Instructions to Apply</p>	<p>Application deadline is 3:00PM Arizona time on the date indicated.</p> <p>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.</p> <p>Resume should clearly illustrate how prior knowledge and experience meets the Minimum and Desired qualifications of this position.</p> <p>Only electronic applications are accepted for this position. 71493BR</p>