



CLARK ATLANTA UNIVERSITY JOB DESCRIPTION

Position Title: Senior Graduate Recruiter

Department: Graduate Admissions and Recruitment

Reports To: Associate Vice President and Dean of Graduate Admissions

General Function (Description):

The Office of Graduate Recruitment and Admissions at Clark Atlanta University is looking for a Senior Graduate Recruiter. The position is responsible for graduate student recruitment by means of phone, email, face to face, virtual sessions and community outreach. To be successful in this position you should be a forward thinking self-starter and have excellent relationship-building skills to complete the follow up activities necessary to carry out the mission and strategic plan of the University. The position provides detailed information regarding graduate programs that can assist prospective graduate students in addressing their inquiries, needs and/or concerns regarding admission to Graduate School and maintains communication with admitted students to retain interest in the programs. In addition, the Senior Graduate Recruiter supports other recruiting activities on and off campus by attending education and career fairs, networking events, virtual recruitment and enrollment events and other events that connect and build relationships with not only our prospective graduate students but also others within the CAU and local communities.

Example of Duties and Responsibilities:

Works as a team with other recruitment and admission staff to collectively interface with potential students through the selection and admission process of various graduate programs within the School of Business, the School of Social Work, the School of Education and the School of Arts and Sciences. Develops and generates student leads for graduate programs through various venues; face to face, phone, on-line, virtually and on and off campus events, as well as providing counseling on program benefits. Participates in the admission and application process by conducting interviews, processing applications with supporting materials monitoring progress.

Coordinates and/or assists in creating internal and external communications to new student leads, prospective students and admitted students; and resolves any problems as needed.

Builds rapport and maintains communication with prospective students regarding degree programs.

Maintains activity on prospective student contacts; application progress using an applicant management system and qualifies prospective students through program enrollment requirements and admissions.

Represents the program through various presentations and attended activities such as education fairs, employer fairs, virtual events and community meetings.

Plans and coordinates on and off campus recruitment programs for prospective students.

Days and Schedule: Monday - Friday from 9:00 am - 5:00 pm with extended hours including evenings and weekends as needed. In and out of state travel may be required.

Desired Knowledge, Skills, and Abilities:

Demonstrated knowledge of graduate admissions practices and principles.
Demonstrated knowledge of federal regulations pertaining to international students.
Experience in applying marketing/selling techniques and methods
Experience in designing promotional presentation materials and giving public presentations
Experience in analyzing data to make informed recruitment decisions.
Experience in working in a higher education setting with diverse populations and cultures.
Experience in using Microsoft Office (i.e., Excel, Word, PowerPoint, Outlook).
Experience in CRM systems such as Fireworks, PeopleSoft and Salesforce.
Evidence of effective verbal and written communications, including grammar and spelling.
Demonstrated knowledge of current issues and trends in graduate management education and related admission practices.
Experience in tracking activity of applications and enrollments.
Experience in producing reports of the analysis and evaluation of activities.
Experience in meeting sales goals.

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

Bachelor's degree in a related field and three (3) years related experience, one (1) of which includes professional sales and/or direct marketing-related experience; OR, Any equivalent combination of experience and/or education from which comparable knowledge, skills, and abilities have been achieved. Travel commitments may include domestics and international requirements involving extended and/or protracted periods of time.