

**MINNESOTA STATE COLLEGES AND UNIVERSITIES**  
**Minnesota North College – Vermilion Campus**

<b>Employee Name:</b>	<b>Position Control Number:</b>
<b>Department/Division:</b>	<b>Classification Title:</b> MnSCU Academic Professional 1
<b>Prepared By:</b> Rick Kangas, Sarah Merhar	<b>Working Title:</b> Enrollment Specialist
X Non-Exempt <input type="checkbox"/> Exempt: <input type="checkbox"/> Executive <input type="checkbox"/> Professional <input type="checkbox"/> Administrative	<i>If Exempt, attach required documentation</i>
X Unlimited <input type="checkbox"/> Seasonal <input type="checkbox"/> Temporary <input type="checkbox"/> Limited	If seasonal, list months during the season worked
X Full-time <input type="checkbox"/> Part-time <input type="checkbox"/> Intermittent Percent if not full-time ____ %	<b>Date Prepared: April, 19, 2024</b>

This position description accurately reflects my current job.		This position description reflects the employee's current job.	
<b>Employee Signature</b>	<b>Date</b>	<b>Supervisor Signature</b>	<b>Date</b>

**POSITION PURPOSE**

This position exists to implement recruiting strategies for Minnesota North College. The Enrollment Specialist is responsible for administering services and systems that relate to the areas of internal and external promotion, admissions and recruitment. This position is responsible for recruiting prospective students participating in such activities as high school visits, college fairs, open houses, etc. Coordinate efforts to provide information to the various student target markets. This position is also responsible for implementing marketing plans promoting the college and programs. This position is required to be based at the Vermilion Campus located in Ely, MN.

**PRINCIPLE RESPONSIBILITIES AND RESULTS**

1. Manage recruiting efforts in accordance with the strategic enrollment management plan.
  - a. Plan and facilitate visits to college fairs, high schools, open houses, community events, etc.
  - b. Conduct campus tours for visiting groups, prospective students and parents.
  - c. Maintain contact with high school principals and counselors to enhance relationships and facilitate optimal visitation schedule.
  - d. Correspond with prospective students via postcards, e-mail, text message, telephone, etc. following personal contacts and campus visits.
  - e. Collaborate with Student Services/Admissions/Enrollment Management staff to plan, coordinate, and prepare recruitment and retention efforts.
  - f. Implement and direct student work-study/ambassador program for contacting students by phone, text, and email.
  - g. Oversee athletic recruiting follow-up including contacting student athletes in conjunction with coaching staff.
  - h. Conduct and coordinate recruiting calls, text messages, emails for all staff, students and self.
  - i. Organize, implement, and maintain student-to-student contact and conversion for recruiting strategies.
  - j. Involve and coordinate faculty and staff in recruiting efforts.
  - k. Provide data entry as necessary for student prospect flow.
  - l. Manage recruiting budget for designated campus.

**Priority: Essential      Percent of Time: 70%**

2. Work in collaboration with the Director of Marketing and Communications to plan and implement effective and creative public information/marketing programs and advertising strategies in order to maximize the college's visibility and enrollment potential.
  - a. Assist in the research, development, writing, and design of all college publications and marketing pieces and tools, including promotional pieces, social media and website in coordination with the Minnesota North College marketing team.
  - b. Collaborate with the Director of Marketing and Communications to ensure Minnesota State System and Minnesota North College brand standards are being met.
  - c. Assist in the writing, development, and production of advertising messages in various media, including print, radio, television, online, and occasional outdoor advertising in coordination with Minnesota North College marketing team.
  - d. Collaborate with programs and departments to develop recruiting/marketing/awareness tools and events.
  - e. Collaborate with the Director of Marketing and Communications to provide content that will be used in press releases related to student and faculty accomplishments, special projects, campus events, workshops, grants, etc.
  - f. Maintain photography, video, and other graphics files and submit requests Minnesota North College marketing team.
  - g. Request changes to the campus section of the college website as needed.

**Priority: Essential      Percent of Time: 25%**

3. Perform other duties as assigned to ensure the smooth functioning of the department and maintain the reputation of the organization as a viable business partner.

**Priority: Secondary      Percent of Time: 5%**

## **KNOWLEDGES, SKILLS, AND ABILITIES**

### **Minimum Qualifications**

- Bachelor's degree or experience in enrollment management (such as recruiting, marketing or admissions).
- Strong skills to communicate orally and in writing, correspond with prospective as well as enrolled students, and disseminate information to employees and the community.
- Ability to assimilate a wide variety of information, summarize and present in multiple formats to diverse audiences.
- Computer skills (including PowerPoint, Word, and Excel), website and social media expertise.
- Commitment to diversity as well as a demonstrated ability to work successfully with persons of diverse backgrounds including sensitivity to their needs and concerns.
- Ability to exercise sound professional judgment and convey a professional image.
- Ability to organize, prioritize and meet deadlines on simultaneous projects.
- Ability to collect data, and maintain records in order to assure program goals and budgets are documented.
- Valid Minnesota driver's license and ability to travel.

### **Preferred Qualifications**

- Knowledge of college recruitment concepts and procedures.
- Knowledge of career and technical education.
- Excellent human relation skills to promote collaboration, cooperation and effective working relationships.
- Knowledge and understanding of the social and economic needs of the region.
- Experience with research and administrative survey techniques sufficient to create evaluation tools and reports.
- The ability to learn and interpret college requirements, policies, procedures, regulations and guidelines and to interpret and apply oral and written instructions.
- Excellent problem solving and critical thinking skills.

- Experience working in higher education.
- Knowledge of Minnesota Integrated Student Records (ISRS) system.
- Experience with a diverse learner population.

## **RELATIONSHIPS**

**This Position Reports to:** Minnesota North College Director of Admissions and Student Recruitment

**Supervises:** N/A

### **Internal and External Clientele and Purpose of Contact**

Internal: Administrators, faculty, students and staff, Minnesota State system office and other Minnesota State Colleges and Universities

Purpose of Contact: Meeting in person or face-to-face through use of technology will occur regularly

External: Perspective students, community members, high school personnel, parents and general public

## **PROBLEM SOLVING**

This individual may solve problems on a daily basis. Decision making is an important factor in the job.

## **FREEDOM TO ACT**

### **Budget**

This position has the delegated authority to coordinate the approved budget for travel expenses.

### **Decision(s) Position Makes and Decision(s) Referred to Higher Authority**

All employees must comply with department and institution procedures and policies, Minnesota State Colleges and University policies and procedures, as well as local, state and federal laws, regulations, guidelines and business and industry standards.

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