



Position Title: Education Recruitment and Retention Specialist
Reports To: Department Chair
Department: School of Business
Prepared By/Date: Jennifer C. Brito/05-04-2009
Approved By/Date: Teddie Laing/12-08-2009
Revised: Donna French/02-29-2012

Job Code: 3615
Job Group: PENC
Salary Grade: 12
FLSA Status: Exempt

Summary:

The Education and Retention Specialist is responsible for coordinating recruitment and retention activities of the Vocational Credit Program. This individual works closely with faculty and students to identify and refine educational and career goals and provides ongoing advisement and other support services to those students.

Essential Duties and Responsibilities:

- Coordinates admission, advisement, registration, financial aid, textbooks and career services for new and continuing vocational students and resolves related issues
- Assists vocational students with graduation process and transfer to degree programs
- Secures student information and performs follow-up; communicates with students on a regular basis via-in-person, telephone, mail and e-mail to resolve difficulties
- Visits external organizations to promote vocational credit programs
- Develops and maintains electronic databases for marketing and tracking student progress
- Contacts instructors to monitor student performance and follow-up with students as needed in an effort to promote retention and educational opportunity
- Designs appropriate marketing material to students and external organizations
- Assists students with career services and works closely with the Career Center
- Participates in various departmental, campus and college initiatives related to recruitment, retention and student success
- Supervises part-time employees
- Performs other duties as assigned

Knowledge, Skills and Abilities:

- Working knowledge of College programs and procedures regarding admission, advisement, registration, financial aid, graduation and career services
- Possess demonstrated technology skills in spreadsheet and database management to support marketing and other program activities
- Possess good oral and written communication skills and have excellent public relations, organizational, and decision-making skills
- Proficiency in the Spanish language
- Ability to work effectively in a multi-cultural and multi-ethnic environment with faculty, staff and students

Work Environment:

The work environment characteristics described here are representative of those an employee encounters while performing the essential functions of this job.

While performing the duties of this job, the noise level in the work environment is usually quiet.

Physical Demands:

The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

While performing the duties of this job, the employee is frequently required to stand. The employee is regularly required to walk; use hands to finger, handle, or feel objects, tools, or controls; reach with hands and arms and talk or hear. The employee is occasionally required to sit and stoop, kneel, crouch, or crawl.

The employee must occasionally lift and/or move up to 10 pounds.

Specific vision abilities required by this job include close vision, distance vision, color vision, peripheral vision, depth perception, and the ability to adjust focus.

Essential Personnel:

Non-Essential

Minimum Requirements:

To perform this job successfully, an individual must be able to perform each essential duty satisfactorily.

- Bachelor’s degree in Business related discipline and three (3) years of related experience

ACKNOWLEDGEMENT

I have read and acknowledge receipt of a copy of my job description.

Signature

Date

Printed Name