**Staff Classification Description – On-Campus Recruitment Counselor**

**Skill Category:** Professional  
**Position (Employee) Class:** 3N819 (E1)  
**Grade:** 12  
**Date:** 11/2014

**Department:** Office of Enrollment Management

**Educational & Experience Requirement:** Bachelor’s degree in Business, Communications, Marketing, Management, Education, or other related field. Two years experience in higher education. Knowledge of higher education on-campus recruitment activities preferred. A combination of education, experience, and training that would produce the required knowledge and abilities could be considered.

**Nature & Purpose of Position:** Plans, coordinates, and implements On-Campus recruitment events and programs with campus departments.

**Supervision Given & Received:** Works under general supervision and provides supervision of student workers.

**Primary Responsibilities:** Implements on-campus recruitment opportunities with Undergraduate Admissions as well as assignments to specific recruitment programs. Supervises, plans and implements programs within the unit of On-Campus Recruitment and tracks conversion rates of students attending on-campus recruitment events and programs. Manages and reviews On-Campus Recruitment marketing and website content and materials. Communicates academic and non-academic on-campus recruitment opportunities to the On-Campus Recruitment Manager. Strategically places the right personnel from Enrollment Management to recruit during on-campus programs and events. Initiates, plans, and executes special projects in conjunction with the goals and objectives of the On-Campus Recruitment strategic plan. Evaluates the on-campus recruitment program’s effectiveness and assesses outcomes. Serves as an effective member of committees across campus to build communication relationships. Prepares on-campus recruitment budget forms for various events and programs. Manages and orders inventory for On-Campus recruitment materials. Plans and executes the recruitment efforts to connect budget allocations to enrollment. Engages strong leadership, integrity and vision with academic departments across the campus for successful on-campus recruitment. Partners with units across campus on new initiatives to completion for specific programs or events. Performs other related duties as assigned.

**Other Specifications:** Weekend and evening hours are required. Ability to travel and work a varied schedule with flexible hours. Represent the On-Campus Recruitment department in a professional manner. Must possess the ability to handle a variety of administrative details independently. The ability to effectively communicate with a wide range of people and a commitment to a diversity of students, faculty, staff. Proven problem solving abilities and demonstrated ability to prioritize and adapt to various university community needs. Skills in effective communication and public presentations. Must maintain a positive attitude that will promote a healthy environment for on-campus recruitment events and programs. Strong computer skills are required. Advanced or expert level experience in Microsoft Office and specifically Excel. Basic understanding and maintenance experience of a database or Customer Relations Management (CRM) preferred. Ability to create and modify logic sequences based on multiple variables. Strong time management skills.

This is a classification description with the complete list of job duties being maintained at the departmental level. Other job duties necessary for the effective operation of the University are expected to be performed. Any qualifications to be considered as equivalents in lieu of stated minimums require the prior approval of Human Resources.

Sam Houston State University is an at will employer and drug free/smoke free workplace. This position is security-sensitive and thereby subject to the provisions of the Texas Education Code §51.215, which authorizes the employer to obtain criminal history record information. The pay grade range is inclusive of social security benefit replacement pay.

Sam Houston State University is Committed to Equal Opportunity in Employment and Education.