

# Job Description Report

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## KMC-SMC KC College Recruiter - 113820 Enrollment Services

### JOB SUMMARY

This position is responsible for a wide range of recruitment-related activities. They engage in public relations activities and events to promote positive recognition and understanding of KC as a christian higher education institution. He/she assists in the creation of communication and promotional vehicles to advance a the college and recruits within specific geographic areas. The position encompasses both on and off campus recruitment activities.

### ESSENTIAL FUNCTIONS

- A. Designs work flow to facilitate service to others.
- B. Communicates skillfully and sensitively with others from cultural backgrounds different from one's own.
- C. Professionally helps students even when their anger, distress, or other conditions make learning difficult.
- D. Stays professionally current.
- E. Is very knowledgeable about KC programs and enrollment operations, and communicates appropriate information to others.
- F. Produces creative and accurate written and visual materials that effectively convey the intended message in promoting the College.
- G. Provides hands-on project management to a variety of marketing and promotional endeavors essential to attracting and enrolling students.
- H. Assists Associate Dean in tracking effectiveness of recruitment efforts and use of data to inform decisions about effective recruitment methods.
- I. Organizes support functions to implement college events, such as open house, orientation, etc.
- J. Is articulate and professional in conveying information about the college, whether through written methods, public speaking or personal interaction. Serves as an effective representative of the college in word and deed.
- K. Coordinates mass mailing of recruitment materials.
- L. Effectively manages recruitment territory as assigned by Assoc. Dean for Enrollment.
- M. Assists in managing telemarketing efforts.
- N. Assists in supervision of student employees.

### JOB REQUIREMENTS

#### Minimum Education

Baccalaureate degree required.

**Minimum Work Experience**

1. Course work or experience in communications, public relations, or marketing required.
2. Previous recruitment experience preferred.

ORGANIZATIONAL EXPECTATIONS

Previous experience in Seventh-day Adventist educational institution preferred.

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