

JOB DESCRIPTION:	Admissions Recruiter		
DEPARTMENT:	Office of Admissions & Recruitment		
REPORT TO:	Associate Director of Recruitment		
EEO CLASSIFICATION:	Professional	FLSA STATUS:	Exempt
CUPA HR CLASSIFICATION:	# 411110	DATE APPROVED:	26-OCT-2020
		DATE MODIFIED:	11-JUN-2025

SUMMARY: Assists with recruitment strategies designed to attract targeted students to attend the University.

DUTIES:

1. Establishes and maintains close working relationships with a variety of educational contacts to schedule on-site visits with students and parents.
2. Participates in both statewide and out-of-state college recruitment to promote the University's programs. Distributes resource materials for student recruitment.
3. Provides information about the University to students and arranges campus tours for prospective students and parents.
4. Participates in the development of student recruitment and retention plans, strategies, and written materials.
5. Serves as a liaison to develop partnerships between the university and local school systems throughout the state.
6. Responds to inquiries from students and agencies in assigned geographic areas of responsibility.
7. Participates in the development of department goals and objectives. Recommends, implements, and administers policies and procedures to enhance operations.
8. Assists in the development, marketing and implementation of recruitment/enrollment activities.
9. Ensures enrollment goals are achieved regarding application, acceptance and enrolled students.
10. Maintains a current working knowledge of academic and student life activities.
11. Performs other duties as assigned.

REQUIREMENTS:

1. **Education /Background:** Associate's degree or 60 credits with two years of related work experience required. Bachelor's degree preferred. Bilingual (Spanish) preferred.
2. **Job Knowledge:** Knowledge of the basic program content and requirements of all degrees offered. Considerable knowledge of college readiness standards and initiatives. Ability to keep complex records; to assemble and organize data of complex nature, and to prepare and submit reports in acceptable formats. Ability to establish and maintain good working relationships. Ability to work independently in remote locations with little to no supervision. Knowledge of safety and security precautions appropriate to work performed. Must have solid demonstrated knowledge of administrative functions. Must be knowledgeable of University policies. Must be able to maintain a high level of confidentiality. Must be able to handle multiple deadlines and maintain accuracy. Must be sensitive to cultural differences within the University and community. Fluent in Microsoft Office Applications.
3. **Working Conditions/Physical Demands** (With or Without Accommodations): – Normal office, may travel some within the community when needed. May be required to transport normal office equipment and materials. Ability to comprehend and work with a variety of information from various sources. Able to clearly communicate with a diverse population of individuals. Ability to

compose correspondence and reports and remain in a sedentary position for prolonged periods of time. May be required to work additional hours or days depending on circumstances. Significant travel, including some overnights and weekends, within the territory between early September to November and mid-January to May is required. May be required to work additional hours or days depending on circumstances.

4. Other requirements:

- a. Requires a valid driver's license.
- b. Required to complete the Defensive Driving Course within 6 months. (If applicable to the role)

5. Tier Requirements: In order to move up the Tier system, tenure and meeting expectation rankings on the annual review must met.

- a. Job Knowledge – Successfully meet expectation rating on the last Employee Appraisal in the Knowledge of Profession/Professional Development section. Must meet continued growth with certifications/professional development courses/seminars, etc.
- b. Customer Service – Survey results, emails, internal and external customer service. Successfully met expectations rating on the last Employee Appraisal in the Customer Service section. Must also have a combined average score of meets expectations or higher equivalency on the Admissions Satisfaction Survey.
- c. Performance – Communication with student population, total students from their population, this will be ranked by the current CRM and internal reports. The increase is based on tenure and meets expectations ranking on the annual review.
- d. Survey Results/Feedback – positive survey results.

This job description is not an exhaustive list of all responsibilities, skills, duties, requirements, effort, and/or working conditions associated with the position. Management reserves the right to revise the job or to require that other or different tasks be performed when circumstances change. In addition, this job description is not intended to create a contract of employment between the employee and Western New Mexico University, nor shall it be regarded as a promise to provide specific terms or conditions of employment.

I have read, understand and accept a copy of this job description.

Employee Signature

Date

Employee Name (Printed)