



POSITION POSTING

March 9, 2021

POSITION TITLE:

Enrollment Advisor

DIVISION:

Enrollment Management

OCCUPATIONAL SUMMARY

Reporting to the Director of Enrollment establishes and administers programs for targeting recruitment and promoting the University to candidates for graduate or undergraduate programs for the Student Services Department. Serves independently in all areas of territorial management and accountability. Visits schools and organizations making presentations to groups and individuals. Coordinates recruitment efforts and serves as primary point of contact for the assigned territory and internal coordination of University participation in outreach activities.

This position does not supervise others.

ESSENTIAL JOB FUNCTIONS

1. Contact prospective students and schedule appointments to begin the admissions process.
2. Manages and coordinates community initiative recruitment efforts. Arranges visits and tours for prospective students.
3. Serves independently as the point person for internal coordination of University student recruitment goals utilizing specific knowledge gained of academic programs.
4. Coordinates and implements various recruitment programs and marketing strategies for territorial or local on-site admission programs and special events relating to targeted freshman, transfer, or under-represented groups in the fulfillment of recruitment efforts.
5. Promotes academic programs to potential students utilizing specific knowledge gained of the University colleges, educational programs and degrees.
6. Serves independently as territorial manager to develop and maintain partnerships between the University and local initiatives throughout the assigned territory.
7. Promotes and represents the University at public relations events, promotional opportunities, marketing campaigns, business and committee meetings, and press and public relationship.
8. Prepares reports and proposals, and responds to inquiries from prospective students and minority agencies.
9. Participates in the development of operating goals and objectives for the unit. Recommends, implements, and administers methods and procedures to enhance operations, as appropriate to the unit.
10. Creates, packages, monitors and distributes resource materials for student recruitment and retention programs.
11. Enter prospective student contact information into Data Management System.
12. Develops positive educational partnerships in the community where enrollment efforts will yield potential students including but not limited to high schools, businesses, community organizations and military facilities. Coordinates enrollment activities within assigned geographic territories.
13. Works flexible schedule for recruitment purposes as deemed necessary by initiates.
14. Maintains calendars to reflect recruitment schedule.
15. Performs timely follow through on communication by initiating & answering phone calls, correspondence and inquiries from prospective students.
16. Develops relationships and maintains effective communications with diverse groups, internal and external, in support of the institutions' mission.
17. Operates effectively within the established budgetary guidelines.
18. Represents institution at functions upon request.
19. Serves on administrative committees and performs other duties as assigned.



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MINIMUM REQUIREMENTS

1. Bachelor's degree from an accredited college or university in business management, marketing, and sales.
2. Work experience related to student admissions and enrollment, marketing/sales, or similar area.
3. Knowledge of trends and developments in student testing, admissions and enrollment and demonstrated commitment to higher education.
4. Proficiency in the use of research, statistical analysis and information technologies.
5. Ability to relate effectively with multiple constituencies.
6. Exceptional interpersonal, teambuilding and problem-solving skills.
7. Working knowledge of Microsoft Office and other standard computer software programs.
8. Excellent written and oral communication skills.
9. Ability to deal effectively with a diverse student body.
10. Collaborate with other departments to support enrollment marketing and retention priorities.
11. Analyze and use relevant data and trends in planning, decision-making, and management.

APPLICATION PROCESS

This position is full-time. Location-based in Indianapolis, Indiana

Interested persons may apply by submitting a resume and contact information to:

Martin University
Office of Human Resources
2186 N Sherman Drive
Indianapolis, IN 46218
Email: hresources@martin.edu
Facsimile: (317) 917-3393

This position is open until filled.