



JOB VACANCY ANNOUNCEMENT

April 14, 2008

POSITION: College Recruiter

SUMMARY: Develops recruiting materials and performs a variety of recruitment activities to maximize student enrollment at Lawson State Community College.

PROJECTED STARTING DATE: July 1, 2008, or as soon as possible thereafter

GENERAL: Lawson State Community College is a comprehensive community college offering over 50 programs of study in the areas of academic transfer, allied health, business, technical, and transportation. Classes are taught days, evenings, and weekends providing academic education for transfer to four-year colleges and universities and skill training specifically designed to meet the occupational goals of students and employment needs of businesses and industries of central Alabama.

MINIMUM QUALIFICATIONS:

1. Bachelors Degree in Education, Marketing, Business Administration, or Public Relations
2. Three (3) years experience in education, recruiting, marketing/public relations, or admissions
3. Computer proficiency including, but not limited to Microsoft Office Suite

OTHER ADDITIONAL QUALIFICATIONS:

1. Exceptional verbal, written organization, and interpersonal skills
2. Ability to work flexible hours and travel as needed

ESSENTIAL JOB FUNCTIONS:

1. Assists in the development and implementation of an annual, comprehensive recruitment/marketing program that will increase student enrollment in credit and non-credit program.
2. Assists in the development of recruitment materials including, but not limited to, multimedia presentations, brochures, and flyers for each program. Present and/or disseminate materials to area high school counselors, career-technical center personnel, appropriate agencies, and the citizens of the college service area.
3. Recruits students for day and evening classes, special training programs, and non-credit programs.
4. Develops and implements a system to track applicants from inquiry through enrollment.
5. Develops and maintains databases of prospective students and area high school counselors, career technical center personnel, and community leaders/representatives utilizing ACCESS software.
6. Develops and maintains relationships with high school personnel, career technical center personnel, community group leaders, and agency representatives
7. Serves as college liaison to high schools, career technical centers, and selected agencies.
8. Develops and presents career technical education seminars at area high schools
9. Develops and implements a plan to ensure current knowledge of each program's content and requirements.
10. Develops and maintains a working relationship with faculty and staff to ensure collaborative recruitment efforts.
11. Develops and implements a systematic correspondence program for prospective students, to include print and telephone correspondence.
12. Prepares and disseminates a recruiting and enrollment report each term including statistical data on recruiting visits, applicant contacts, enrollments, etc.
13. Maintains accurate records of all recruiting activities and outcomes.

-OVER-

14. Coordinates college open houses and campus tours.
15. Evaluates annually all aspects of the recruitment/marketing plan and reports the effectiveness with specific accomplishments to appropriate administrators.
16. Provides information on course offerings, admissions procedures, term enrollment and ending dates, placement testing, and other inquiries about the college to prospective students.
17. Performs other duties as assigned by the supervisor to complete professional development or teaching assignments..

SALARY: \$36,958.00 - \$50,368.00n an annual basis based upon education and applicable teaching experience according to Salary Schedule E3

DEADLINE: Friday, May 19, 2008, at 4:00 p.m.

APPLICATION PROCEDURE:

Applicants must meet the minimum qualifications and must submit a **complete** application packet by the stated deadline in order to be considered for this position. Submission of a complete packet by the deadline is the responsibility of the applicant. A complete application packet consists of the following items:

- A letter of application (cover letter) with reference to position title as found on the Job Vacancy Notice
- A signed and completed Lawson State Community College Application for Employment (must be completed in its entirety)
- A current resume
- Three letters of reference
- Transcripts from all colleges attended (official or unofficial).

Finalists will be required to provide official transcripts that are mailed directly to the Office of Human Resources at Lawson State Community College from the institution(s) granting the credits. Only complete application packets received by the stated deadline will be given consideration for this position.

Application forms are available from and should be returned to the following address:

Office of Human Resources
Lawson State Community College
3060 Wilson Road, Southwest
Birmingham, AL 35221

A printable application is also available at: www.lawsonstate.edu

OTHER INFORMATION:

Applicants must adhere to the College's prescribed interview schedule and must travel at their own expense.

The College reserves the right not to fill the position in the event of budgetary or operational constraints.

Lawson State Community College is an equal opportunity employer. It is the policy of the Alabama State Board of Education and Lawson State Community College, a postsecondary institution under its control, that no person shall, on the grounds of race, color, sex, religion, national origin, age or disability be excluded from participation in, be denied the benefits of, or be subjected to discrimination under any program, activity, or employment.
