Section I. – Job Details

Job Title:	Regional Recruitment Counselor – Western Kentucky Region	**Hourly/Salary:**	Salary
Department Area:	Enrollment	**Classification:**	Non-Exempt
Location:	Western Kentucky	**Travel Required:**	Yes
Reports to:	Director of Undergraduate Admissions	**Position Type:**	Full-Time
Position Fill Date:	12/5/2022		

External Posting URL – *www.campbellsville.edu* **Internal Posting –** *Human Resources Job Board*

Section II. – Application Submission Information

FAX

(270) 789-5180

Subject Line: Regional Recruitment Counselor – Western Kentucky Region

Attention: *HR Director*

EMAIL

jobs@campbellsville.edu

Subject Line: Regional Recruitment Counselor – Western Kentucky Region

ONLINE

Click Link Below

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MAIL

Director of Human Resources
Campbellsville University
1 University Drive, UPO 944
Campbellsville, KY 42718

Section III. – Job Description

Job Summary:

Based in the Western Kentucky Region, this remote Regional Recruitment Counselor represents the University to a wide variety of constituents, including prospective students and their families, secondary and postsecondary school personnel, community-based organizations, and other individuals or organizations involved in the college selection process. The Regional Recruitment Counselor plans and implements recruitment activities, including programs and travel activities in the Western Kentucky Regional counties. The Regional Recruitment Counselor coordinates and contributes to the success of initiatives designed to identify, attract, admit, and enroll students in Campbellsville University's undergraduate, graduate, and certificate programs across the CU campuses. The successful candidate will monitor and analyze historical and current recruitment and admissions data and trends and uses this information in decision-making and will report to the director of undergraduate admissions. Through their work in this role, Regional Recruitment Counselor will play a critical role in reducing barriers to education, supporting diverse students, and building a sense of belonging for all.

Job Responsibilities:

Development and Execution of Recruitment Plans in Assigned Recruitment Territory:
Residing in the assigned territory, the Regional Recruitment Counselor will work with direction and supervision from the Campbellsville Campus while working in the assigned recruitment region. The Regional Recruitment Counselor will function as part of the larger Campbellsville University Undergraduate Admissions team. This includes attending all team meetings virtually or in person as deemed appropriate by the Director of Undergraduate Admissions, actively participating in all trainings, and being active and present for major recruitment events such as open house or preview days. The successful candidate should anticipate visiting the Campbellsville Campus minimally twice per month to sustain continuity of interaction with admissions staff and university colleagues.

This position develops, implements, and manages recruitment plans and activities occurring within the territory or affecting constituents within it. The Regional Recruitment Counselor provides excellent customer service by being highly visible, responsive and attentive to prospective students, constituents, and external stakeholder's needs, and utilizes the unique opportunity to provide services as a member of the community within the assigned territory.

The Regional Recruitment Counselor conducts recruitment travel on an extensive basis, including some overnight and weekends, within assigned territory in an independent and professional manner for extended periods of time between early September to mid-November and mid-January to mid-April. This positions initiates, develops, and maintains relationships with constituents within the territory, including prospective students and their families, secondary and postsecondary personnel, community-based organizations, and other individuals or organizations involved in the college selection process. Proactively coordinating and assisting colleagues in the home office, the Regional Recruitment Counselor plans and executes on- and off-campus events to support recruitment, admission, and yield, not only for the assigned territory but also for broader audiences.

In collaboration with the Director of Undergraduate Admissions, this position will assist in establishing territory recruitment goals, recommend solutions on a range of highly complex admissions and enrollment process, and recommend a tactical recruitment plan based on the needs of the territory. The Regional Recruitment Counselor develops and maintains reports and proactively analyzes data and trends to recommend timely and forward-thinking adjustments to strategy and tactics within the territory. This position will also suggest procedures and trainings based on the understanding of the practices in the territory.

Counseling and Advising on Admissions and Enrollment Processes:
Following a thorough onboarding process, maintaining a thorough knowledge of trends in the field of admissions and advises constituents on the breadth and depth of opportunities available at CU in order to generate enrollment pipelines from the territory. This advising occurs through in-person and virtual group information sessions, individual appointments, phone calls, e-mails, online chats, and interactions within the University's constituent relationship management system. This position will also assist constituents by connecting them with the appropriate on-campus offices. Regional Recruitment Counselors also coordinate and contribute to the success of other initiatives designed to identify, attract, admit, and enroll students in Campbellsville University's undergraduate programs based on the managers' areas of expertise and interest or as needed by the office.

Evaluation of Admissions Materials:
Regional Recruitment Counselor conduct thorough, holistic, selective review of applicants' candidacy, determine necessary documentation to support an admission decision, and recommend appropriate alternative pathways when admission cannot be offered.

Skills/Qualifications:

- Minimum of a bachelor's degree in any field and a minimum of three years of higher education experience. -Ability to travel independently (intermittent; travel requirements vary by position). -Demonstrated interpersonal communication and public speaking skills.

Preferred Qualifications
- Master's degree are strongly preferred, but not required.

Other preferred, but not required, qualifications include:
- Being multi-lingual
- Previous experience in college admissions or financial aid
- Academic advising in higher education
- College student personnel.

Essential Duties:

- Working hours necessary to perform job requirements satisfactorily on a regular basis.
- Managing absences from work in a responsible manner to ensure service to university faculty, staff and students.
- Complying with Campbellsville University policies and practices and seeking clarification of them when necessary.
- Honor the mission of Campbellsville University and abide by rules and regulations and Standards of Conduct outlined in the Administrative Policies and Procedures Manual.

Campbellsville University is a comprehensive, Christian institution that offers pre-professional, undergraduate and graduate programs. The university is dedicated to academic excellence solidly grounded in the liberal arts that fosters personal growth, integrity and professional preparation within a caring environment. The university prepares students as Christian servant leaders for life-long learning, continued scholarship, and active participation in a diverse, global society.
The individual employee is expected to conduct him, or herself, both on campus and off, in a manner becoming an employee of a Christian institution, and the employee should uphold the highest standards of conduct in terms of honesty, truthfulness, respectful attitude, and conduct toward others. Each individual associated with Campbellsville University is to perform his or her daily responsibilities mindful of the intent of the institutional mission statement and core values.
Employees must be able to perform the essential functions of the position with or without reasonable accommodations.

Section IV. – For HR Use Only

Approved by Human Resources	11/11/2022
Posted Internally	11/11/2022
Posted Externally	11/11/2022