

Sul Ross State University
Position Description

Official Title: Coordinator for Enrollment Outreach & Events **Salary Group:** RU 4 **Job Code:** 3110

Summary

Function: Coordinate prospective student recruiting and outreach.

Scope: Primarily Alpine campus, assist with other campuses events as assigned

Duties

This position reports directly to the Director of Enrollment Services and is a member of the Enrollment Management Team in the Alpine Office of Undergraduate Admissions. The Events Coordinator is directly responsible for planning, managing, and producing on-campus, off-campus, and virtual recruitment and outreach events. This includes large visit programs for prospective students and those admitted to SRSU; the daily custom visit schedule and campus tour; all recruitment events for special populations (transfers, counselors, VIPs, etc.). This person will partner with colleagues in the unit to plan and execute Admissions events from start to finish, including budget, room reservations, catering, decorations, staffing, and processing of all necessary event forms, purchase requests, payments and contracts as required by the university. The position also includes working within the CRM and being the main point of contact for enrollment marketing and communication strategies as instructed by the Director for university-wide recruiting, including nurture, blast, and event email/text campaigns. The Coordinator will serve as the Enrollment Management representative and collaborate with the SRSU Communications team for all social media platforms and campaigns. The Coordinator will oversee the Lobo Ambassador student program and establish work schedules, engagement activities, and oversee the hire of ambassadors.

Supervision

Received: Member of the Enrollment Management Division. General supervision and instruction from the Director for Enrollment Services & Technology.

Given: Student Employees and Lobo Ambassadors

Education

Required: Bachelor's degree.

Preferred: Master's Degree.

Experience

Required: 3-5 years of progressive experience in a higher education institution in enrollment services or student engagement. Experience with computerized systems; ability to relate to students in a multicultural environment; experience with word processing (MS Word); public speaking experience to large and small groups.

Preferred: Experience in enrollment services for a public institution in Texas.

Equipment/Skills

Required: Strong verbal and written communication skills; strong organizational skills; standard office machines and computer skills.

Preferred: Bilingual in English and Spanish.

Working Conditions

Usual office conditions. Must possess a valid driver's license and ability to travel occasionally. Exempt from overtime provisions. The position is Security Sensitive. Responsible for personal safety and the safety of others; must exercise due caution and practice safe work habits at all times.

Special: May work extra hours during registration and other enrollment events; some travel.

Any qualifications to be considered in lieu of stated minimums require the prior approval of the Human Resources Director.