



Board of Education of the City of St. Louis
CAREER OPPORTUNITY

Position Title:	Student Recruitment Manager
Payroll/Personnel Type:	12 Month
Job #:	8852
Reports to:	Deputy Superintendent of Institutional Advancement
Shift Length:	8 Hours a Day
Union Eligibility:	Not Eligible

Position Summary:

The Student Recruitment Manager will be responsible for student recruitment, enrollment, and retention. The Student Recruitment Manager is entrusted with the cultivation and maintenance of strong family and community relationships.

Essential Functions:

- Develops and executes student recruitment and outreach plan in close collaboration with the Deputy Superintendent of Institutional Advancement to ensure all schools are fully enrolled
- Supervises recruitment team members
- Engages in intensive recruitment including phone banking, door-to-door canvassing, street outreach, and other recruitment tactics
- Develops and maintains relationships with community members, currently enrolled families, and prospective families
- Researches community engagement opportunities
- Attends community events and maintains a strong district presence at all events
- Collaborates with the Office of Volunteer Services to engage volunteers, conduct trainings that identify and develop volunteer leaders, and ensure consistent turnout and active participation of volunteers in recruitment/support-building activities
- Executes the Welcoming Environment action plan to improve customer service and satisfaction
- Collaborates with team members to execute activities such as community canvassing, neighborhood meetings, and forums
- Drafts and edits documents/communications, collaborates with Marketing Coordinator and Graphic Designer/Webmaster to create high-quality student recruitment marketing materials
- Provides a high-quality customer service experience when interacting with community members, families, students and staff
- Maintains accurate, complete, neat, and organized files
- Collects, enters and maintains outreach data in administrative databases
- Ensures strict confidentiality of student information and data
- Performs other duties as assigned

Knowledge, Skills, and Abilities:

- Outstanding interpersonal communication skills – verbal and written
- Well-versed in the professional use of social media including but not limited to Facebook, Twitter, Instagram, and Snapchat
- Proficiency in Microsoft Excel and ability to manage, understand, and draw conclusions from data
- Strong organizational abilities
- Highly detail-oriented with exceptional follow-through
- Flexible and takes initiative, ownership, and creative problem-solving
- Ability to work some evenings and weekends

