

## 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

# SINCE SAINTLOUIS \*MECHOOSE SLOPE

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 Open to feedback, desire to continue development as a professional and willing to take responsibility for outcomes

#### **Experience:**

- Two or more years of recruitment and/or community outreach experience with demonstrable successful results
- Demonstrated track record of building strong relationships with the community/families

#### **Education:**

Bachelor's Degree

#### **Physical Requirements:**

- Must be physically able to operate a motor vehicle
- Must be able to exert up to 10 pounds of force occasionally, and/or a negligible amount of force constantly to lift, carry, push, and pull or otherwise move objects, including the human body
- Light Work usually requires walking or standing to a significant degree

#### **Working Conditions and Environment:**

- Work is routinely performed in a typical interior/office environment
- Very limited or no exposure to physical risk

#### **Disclaimer:**

Review/Approvals:

The information contained in this job description is for compliance with the Americans with Disabilities Act (ADA) and is not an exhaustive list of the duties performed for this position. Additional duties are performed by the individuals currently holding this position and additional duties may be assigned.

# Employee Date Immediate Supervisor Date Human Resources Date

In connection with hiring for this position, the district shall not discriminate against any employee or applicant for employment because of race, religion, color, sex, sexual orientation, age, disability, veteran status, or national origin.