RECRUITER (2) Positions
OFFICE OF ADMISSIONS

REPORT TO:	Director of Admissions & Recruitment
E CLASS:	FT 12 Months
FLSA:	Exempt

PURPOSE:
The Office of Admissions invites applications for the position of Recruiter. This position executes recruitment through innovative marketing strategies, digital engagement, community outreach, and targeted enrollment campaigns that drive enrollment. Responsible for recruiting qualified applicants for admission to the school in accordance with institutional policies, state and federal regulations, and the highest ethical standards. Responsible for managing time and inquiry resources to generate interest in our programs.

PREFERRED QUALIFICATIONS:
Bachelor's Degree: at least one year of experience directly related to marketing and recruitment. Valid driver's license and ability to travel to various educational institutions and other job-related functions.

ESSENTIAL JOB FUNCTIONS AND RESPONSIBILITIES:
- Development of enrollment marketing publications and communications, including letters, brochures, website postings, electronic mail, and other media.
- Coordination and implementation of recruitment plans, admissions, and special events related to prospective freshman, transfer, underrepresented, and post-baccalaureate students toward the fulfillment of recruitment efforts utilizing knowledge gained of admissions, scholarships, and registration.

Job Duties and Responsibilities:
1. Marketing
   - Collaborate with college deans and institutional marketing and communications personnel to assess marketing needs, identify recruitment opportunities, and develop strategic campaigns aligned with institutional enrollment goals.
   - Plan, develop, and execute targeted recruitment and marketing campaigns across multiple communication channels, including social media, email, direct mail, digital advertising, and web-based platforms.
   - Design and implement promotional campaigns highlighting campus visits, Preview Days, application deadlines, scholarship opportunities, academic programs, and enrollment events.
   - Develop compelling, brand-aligned messaging and promotional materials, including flyers, brochures, digital content, advertising copy, and web content, that communicate Miles College's institutional identity, academic offerings, and competitive advantages.
   - Coordinate and manage marketing projects, including campaign planning, content development, implementation, and ongoing updates to recruitment-related webpages and digital platforms.
   - Support the development and execution of social media strategies that strengthen institutional visibility, enhance prospective student engagement, and promote enrollment opportunities.
   - Monitor and evaluate marketing campaign performance, analyze engagement metrics, and recommend data-informed improvements to strengthen recruitment effectiveness and enrollment outcomes.

- Perform additional marketing, communications, and recruitment-related responsibilities as assigned to support institutional enrollment priorities.

2. Recruitment
   - Visits middle schools, high schools, and colleges; speaks to diverse groups and individual students; and meets with school counselors and administrators to promote the undergraduate and post-baccalaureate programs of the College.
   - Responds to inquiries from potential students and families.
   - Manages e-mail communication through general college e-mail accounts
   - Coordinates recruitment activities, campus tours, and classroom visits for prospective students and families in collaboration with faculty.
   - Coordinates open-house events and assists with other university and college-wide events, such as interview days and events for admitted students
   - Collaborates with university recruiters to coordinate travel plans to maximize efficiency in recruitment processes
   - Trains and assists students assisting with recruitment in the process of guiding prospective students and families concerning admission requirements, financial aid and scholarships, alternative educational opportunities, and university policies and procedures
   - Attends meetings with university-wide admissions and outreach team

KNOWLEDGE, SKILLS & ABILITIES:

- Knowledge of marketing strategies and analytics
- Knowledge of web-based marketing tools and content management systems
- Experience in the development of marketing materials for internal and external audiences
- Ability to utilize social media and understand student use of student media
- Skill in developing and implementing new strategies and procedures for marketing and recruitment
- Skilled proficiency in editing and proofreading; attention to detail, grasp of grammar, and punctuation, and able to exhibit a consistent style
- Exceptional communication and writing skills
- Knowledge of student recruitment and retention issues
- Proven ability to work with diverse student populations
- Ability to develop and deliver presentations
- Ability to be flexible and to work collaboratively in a team environment
- Ability to be proactive
- Ability to work effectively with diverse populations
- Strong interpersonal skills
- Strong commitment to customer service
- Ability to maintain a high level of confidentiality
- Skill in organizing and coordinating
- Ability to use independent judgment and to manage and impart confidential information
- Skill in the use of Microsoft Office programs (Excel, Outlook, PowerPoint, Word)
- Ability to gather data, compile information, and prepare reports
- Ability to make procedural decisions and judgments
- Experience working in higher education

WORK ENVIRONMENT:
The work environment consists of exposure to physical conditions typical of a normal office environment. Most of the job is performed while sitting, although the work may require occasional standing or walking and/or the lifting and carrying of small objects.

TRAVEL:
Capable and willing to travel 30% to 40% of the year. Occasionally required to work weekends and evenings, especially September-November and March-April. (A vehicle is required for this position.)

***This position description is a general guideline for work behavior and is not intended to be a comprehensive listing of all job duties. Therefore, it is also not, nor can it be implied to be, a contract of employment.*

SPECIAL INSTRUCTIONS TO APPLICANTS:
A criminal background check will be conducted. *No phone calls will be accepted.* **Interested applicants should submit a resume, cover letter, and application to hr@miles.edu.** ***Must be legally authorized to work in the United States without need for employer sponsorship, now or at any time in the future.*** Due to the large volume of inquiries, applicants will only receive a response if there is a match, at which point the applicant will be contacted for an interview.

NOTICE OF NON-DISCRIMINATION
Miles College is an equal-opportunity employer dedicated to building an inclusive and diverse workforce. Miles College does not discriminate in its educational programs and activities based on race, color, religion, ethnic or national origin, age, disability, sex, gender, gender identity, gender expression, sexual orientation, veteran status, or any other bases prohibited by law. Inquiries about the application of Title IX and its supporting regulations may be directed to the Title IX Coordinator, Brown Hall Room 101, 5500 Myron Massey Blvd Fairfield, AL 35064, 205-929-1440, titleix@miles.edu. For information on the Title IX Sexual Harassment/Sexual Assault policy and grievance procedures, please Click here.

TITLE IX / STATEMENT OF NONDISCRIMINATION
As set forth in this Policy, MILES COLLEGE prohibits discrimination on the basis of sex in its programs and activities. As defined by Title IX, discrimination on the basis of sex includes discrimination on the basis of sex stereotypes, sex characteristics, pregnancy or related conditions, sexual orientation, and gender identity.

MILES COLLEGE does not discriminate in its admissions practices, except as permitted by law, in its employment practices, or in its educational programs or activities on the basis of sex. MILES COLLEGE also prohibits retaliation against any person opposing sex discrimination or participating in any sex discrimination investigation or complaint process, whether internal or external to MILES COLLEGE. Sex-based harassment, sexual assault, dating and domestic violence, and stalking are forms of sex discrimination that are prohibited under Title IX and by the college's Title IX Policy.