



College Outreach and Recruitment Senior Specialist– Staff - California Northstate University, Silicon Valley, California, USA

POSITION TITLE: College Outreach and Recruitment Senior Specialist

REPORTS TO: Dean of College of Health Sciences

WORK SCHEDULE: 1.0 FTE, full time, non-exempt

CLOSING DATE: Open until filled

JOB SUMMARY:

A vibrant, health sciences-oriented university is selecting a dynamic person who is able and willing to play a pivotal role in reaching out and engaging prospective students who are interested in pursuing a career in health sciences in the San Francisco Bay Area. We are looking for a person who will implement recruitment strategies, establish strong relationships with high schools and community colleges, and engaging with students to showcase the benefits of our college or university. The successful candidate must show strong self-directed characteristics, self-motivation, and outstanding communication abilities, who is able to reach out, connect, and engage with gen-Z prospective students.

MAIN RESPONSIBILITIES:

- Develop and execute comprehensive outreach ad recruitment plans to effectively reach out to potential students.
- Foster strong and continuous relationships with high schools, community colleges, and other community organizations and engage key stakeholders from all such organizations to promote an understanding of the university programs.
- Organize and host information sessions both face-to-face and virtually, campus tours and other outreach events both on and off-campus.
- Maintain regular communication with prospective students and key stakeholders such as parents and academic counselors/advisors, promptly answering inquiries via phone, email, in person, and other online tools.
- Proficiency in social media posts and campaigns.
- Guide prospective students through the application and enrollment processes, providing timely assistance and information as needed to both prospective students and their families.
- Maintain accurate records of outreach campaigns and prospective students' information, following all appropriate confidentiality protection.



- Work closely with the institution's admissions team, academic departments, and other areas within the institution.

MINIMUM QUALIFICATION:

- Bachelor's degree in a related field (such as education, marketing, communication) is highly desirable.
- Reliable transportation.
- Enthusiasm for higher education and a passion for helping students achieve their academic goals.
- Exceptional interpersonal and communication skills.
- Strong work ethics, honesty, and transparency.
- Ability to work independently while being a part of a cohesive team.
- Proficiency in information technology and online tools; Microsoft MS Office: Word, PowerPoint, and Excel
- Willingness to travel and work flexible hours as needed.
- Previous experience in college outreach, admissions, or related field is a plus.

SUPERVISORY RESPONSIBILITIES: None

PHYSICAL DEMANDS: Work at computer for extended periods of time. Move/manipulate supplies and equipment of various weights (up to 25lbs)

WORKING ENVIRONMENT: This is a remote position and traveling is required to high schools, community college, and other stakeholder venues in the Silicon Valley. Occasional travel to the CNU Rancho Cordova campus to meet with the Admissions Team required. Must have reliable transportation, work office, internet access, phone, laptop and teleconference capabilities.

BENEFITS:

- Medical, Dental, and Vision
- Vacation
- Sick
- Company Holiday Pay
- 401K and matching
- Professional Development
- Pet Health Insurance
- Employee Discounts to movies, theme parks, concerns, sporting events, and gym membership

Applications will be reviewed upon receipt. For full consideration, candidates should provide resume with at least three references. All candidates are asked to provide a cover letter, articulating how their knowledge, experience, and beliefs have prepared them to function in support of California Northstate University's vision and mission statements.



Please submit your cover letter, resume, list of references, and any additional information to hr@cnsu.edu . Review of applicants will begin immediately and will continue until position is filled.

California Northstate University is an Equal Opportunity and Affirmative Action Employer. All qualified candidates are encouraged to apply. For inquiries, please contact us at: **e-mail:** hr@cnsu.edu and/or **telephone:** (916) 686-7400.