

Enrollment Specialist *SUNY Sullivan* Loch Sheldrake, NY

Overview: The Enrollment Specialist attracts, engages, and moves potential students to the complete action of enrollment at SUNY Sullivan by: (1) helping to identify, develop and implement recruitment plans for specific target segments; (2) representing SUNY Sullivan at recruitment events (e.g., college fairs, high school visits) in specific geographic areas of the state of New York and neighboring states; (3) conducting assorted administrative duties related to the enrollment process (e.g., on campus registration and recruitment, evaluating transcripts for acceptance, guiding students through the financial aid process, and the advisement of students). This position requires significant travel, as well as work on several Saturdays and evenings throughout the year.

Expectations include conducting outreach and promoting the college by coordinating recruitment activities, guiding students through the financial aid process, and advisement. The Enrollment Specialist will provide the highest level of customer service to prospective students, parents, teachers, and guidance counselors. This position reports to the Director of Admissions. It is classified as Academic Support Staff and the incumbent is a member of the Professional Staff Association.

MINIMUM QUALIFICATIONS:

Bachelor's degree in an appropriate field.

Valid NYS driver's license and ability to travel in an unrestricted manner.

Excellent written, verbal, interpersonal and organization skills.

Ability to interact well with people at all levels.

Ability to meet and interact with groups in a public speaking situation.

Proficiency in the latest version of Microsoft office software and internet search engines.

Ability and willingness to work flexible hours, including nights and weekends: as well as travel throughout the metro-NY/NJ and Long Island areas.

Experience with web-based recruitment and financial aid technologies.

PREFERRED QUALIFICATIONS:

Master's degree in appropriate field.

Prior experience in college admissions, recruitment, financial aid and event planning.

Experience with the Jenzabar system or other Higher education solutions software.

Bilingual a plus.

DUTIES AND RESPONSIBILITIES:

Recruit Specific Target Segments

Participating in high school visits, college fairs and other special events to highlight SUNY Sullivan throughout the five boroughs of New York City as well as northern New Jersey and Long Island.

Works with recruitment staff and other appropriate parties to identify untapped segments of the population that would benefit from participation in a SUNY Sullivan program

Works with marketing to develop recruitment plan(s) for the identified target segment(s)

Implements the recruitment plan(s) for the target segment(s)

Works with appropriate parties to monitor and enhance actions while the plan is being implemented, and to evaluate and recommend improvements in future plan activities at the end of a recruitment cycle.

Recruit in Specific Geographic Areas

Participate in On-Campus Enrollment Activities

Conduct Assorted Administrative Duties

Applications will be accepted until the position is filled; the anticipated start date for this position is August 29, 2022.

Please submit your cover letter, resume, and the contact information for 3 professional references.

Apply: Online at <https://sunysullivan.edu/offices/associate-vp-for-planning-human-resources-facilities/job-opportunities/>