DRURY UNIVERSITY JOB DESCRIPTION

JOB TITLE: Admission Event Coordinator

DEPARTMENT: Admission

DATE: October 1, 2015

SCHEDULE: Regular, Full-time, 12 months, M-F, (some evening and weekend hours required)

REPORTING SUPERVISOR: Admission Operations Manager

FLSA: Exempt-Admin

IPEDS: 13

JOB FUNCTION:
Develops and coordinates all aspects of recruitment events to recruit qualified students to become part of the Drury University student body. Also works with Student Recruitment Team to mobilize students when necessary.

ESSENTIAL DUTIES AND RESPONSIBILITIES:
This job description is not to be construed as an exhaustive statement of duties, responsibilities or requirements. Employees may be required to perform other job-related instructions as requested by the supervisor, subject to reasonable accommodation.

<table>
<thead>
<tr>
<th>Percentage of Time</th>
<th>Frequency</th>
<th>Description</th>
</tr>
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<tbody>
<tr>
<td>1. 50%</td>
<td>Ongoing</td>
<td>Plans and executes special recruitment events on and off campus by making arrangements such as accommodations, food, tours, faculty visits, presentations by Drury staff and students, etc. Develop invitations and announcements, keep detailed records of budget, attendance and matriculation. Obtains cost information and operates a detailed budget for each event. Presents to groups in formal and informal settings.</td>
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<tr>
<td>2. 20%</td>
<td>Ongoing</td>
<td>Collaborates with the Admission Operations Manager and other campus constituents by helping to ensure the highest level of customer service through regular communication and training for the Campus Experience program. Locates lunch hosts, overnight hosts, tour guides and any other needs associated with the program. Supervisory responsibilities include interviewing, hiring, training, directing work, scheduling, assigning duties, appraising performance, rewarding and disciplining, addressing complaints, and resolving problems. Reviews timesheets for accuracy in hours worked and pay rate, then approves and processes them for payment.</td>
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<tr>
<td>3. 10%</td>
<td>Ongoing</td>
<td>Directs the Student Recruitment Team (SRT) by inviting outstanding students to SRT, a group of gifted students. Trains and manages 50+ students to participate in Admission events and assist in recruiting prospective students during the fall and spring semesters. Hosts monthly meetings and various training sessions.</td>
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<tr>
<td>4. 10%</td>
<td>Ongoing</td>
<td>Identifies and sends all updates of Admission website pages and forms to Online Communication Coordinator. Enlists current students and faculty for participation in campaigns targeting prospective students. Tracks social marketing indicators to measure effectiveness.</td>
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<tr>
<td>5. 5%</td>
<td>Ongoing</td>
<td>Directs calling campaign each fall in spring semester supervising student tele-counselors during the fall and spring semester to use telemarketing module in Salesforce, make long distance and local phone calls to prospects and applicants, converse with prospective students and parents regarding Drury University and information on the script provided to each caller. Transcribes scripts for each initiative, creates goals for each call and incentives for calling campaign. Creates and runs queries to develop call list for tele-counseling efforts.</td>
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<tr>
<td>6. 5%</td>
<td>As Needed</td>
<td>Performs other duties as may be assigned by the supervisor.</td>
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MINIMUM KNOWLEDGE, SKILLS AND ABILITIES REQUIRED:
To perform this job successfully, an individual must be able to perform each essential duty satisfactorily. All job requirements listed indicate the minimum knowledge, skills, and/or ability deemed necessary to perform the job proficiently. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

1. Minimum of a bachelor's degree, or equivalent combination of education and related experience, is required.
2. Ability to maintain a broad knowledge base of information about the college and its organization and to understand its unique characteristics, purposes, and philosophy.
3. Ability to learn FormAssembly to update forms as needed.
4. Ability to update and create Events utilizing Salesforce and TargetX systems
5. Ability to learn and develop the telemarketing module in Salesforce.
6. Ability to work evenings and weekends for special events, web development, and office work.
7. Ability to delegate work, supervise performance and maintain positive rapport with student assistants and tour guides.
8. Ability to conduct training and information meetings.
9. Ability to represent Drury University in a positive manner.
10. Ability to follow the statement of "Principles of Good Practice" for admission as stated by the National Association for College Admission Counseling.
11. Ability to establish rapport with different types of people in a professional and positive manner.
12. Ability to contribute ideas and suggestions for departmental improvements of practices and procedures.
13. Ability to contribute ideas to the marketing and recruiting practices of the University.
14. Ability to work with faculty, staff, administration, and current students throughout event coordination, web development, and tours.
15. Ability to maintain sufficient knowledge of all scholarship and financial aid programs and application procedures in order to train student employees and assist applicants and their parents in this complicated process.
16. Ability to use a PC and Microsoft Office Software.
17. Ability to be flexible to cover campus visits and so forth for regional directors.
18. Ability to use a telephone to contact faculty, staff and vendors to coordinate events.
19. Ability to counsel with prospects, applicants, etc., to ease the transition from high school to college and from college to college.
20. Ability to communicate effectively with prospective students, parents, and so forth.
21. Ability to present information in a formal setting to a group.
22. Ability to generate statistical reports from raw data for surveys.
23. Ability to use a calculator and understand basic statistics for calculations.
24. Ability to be discreet to ensure confidentiality of files.
25. Professional attire is required.
26. Ability to maintain web site through content management software.
27. Ability to delegate technical support to web intern to keep Admission web site current.
28. Ability to use web-based software to manage e-mail campaigns.

**SUPERVISORY RESPONSIBILITIES:**

Directly supervises web intern and student assistant. Assists with supervision of tour guides. Carries out supervisory responsibilities in accordance with the organization's policies and applicable laws. Responsibilities include interviewing, hiring, and training employees; planning, assigning, and directing work; appraising performance; rewarding and disciplining employees; addressing complaints and resolving problems.

**PHYSICAL REQUIREMENTS:**

The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions. While performing the duties of this job, the employee is regularly required to sit; use hands to finger, handle, or feel; and talk or hear. The employee is occasionally required to stand; walk; climb or balance; and stoop, or kneel. The employee must occasionally lift and/or move up to 25 pounds. Specific vision abilities required by this job include close vision, distance vision, peripheral vision, and ability to adjust focus.

**WORK CONDITIONS:**

The work environment characteristics described here are representative of those an employee encounters while performing the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions. The noise level in the work environment is usually moderate.