



Job Specification

Job Title: Recruitment and Retention Coordinator
BCAT Code: 410X BJ
Pay Grade: G16

Effective Date: April 1, 2007
Revision Date: February 1, 2007
FLSA Status: Exempt

General Description

Assists with recruitment and retention of Hispanic and Latino students.

Examples of Duties

- Develops a recruitment plan and implement outreach activities to encourage the enrollment of undergraduate students with a Hispanic/Latino background.
- Plans and implement strategies to retain enrolled students.
- Develops working relationships with Hispanic/Latino community organizations.
- Accesses and uses prospect data from existing database to expand our recruitment base.
- Develops publications in Spanish.
- Visits high schools and community colleges.
- Attends college fairs.
- Conducts individual, family, and group campus visitations.
- Assists applicants and their families with the process of applying for admission and financial aid.
- Performs other related duties as assigned.

Knowledge, Skills and Abilities

- Knowledge of computer applications and database management.
- Ability to lift up to 25 lbs.
- Ability to communicate effectively verbally and in writing.
- Ability to speak Spanish fluently.
- Ability to work under stress situations.
- Ability to work independently, and perform assignments through oral and written instructions, and/or specific policies and procedures.

Minimum GSU Hiring Standards

Bachelor's degree and four years of recruitment experience; or a combination of education and experience. Experience working with Hispanic/Latino students, families and community organizations.

The above is a general description of duties performed by employees holding this job title and does not represent a complete list of duties that may be assigned to an employee.