

POSITION DESCRIPTION

JOB TITLE: ADMISSIONS EVENTS COORDINATOR AND CAMPUS RECRUITER

DEPARTMENT: ADMISSIONS

DIVISION: STUDENT AFFAIRS

SALARY RANGE: \$49,156 - \$56,529 Grade 6

FLSA: Non-EXEMPT

IMMEDIATE SUPERVISOR: DIRECTOR OF ADMISSIONS

SCHEDULE DETAILS: PROFESSIONAL/FULL-TIME/12 MONTH POSITION/PSRS

DATE OF LATEST REVIEW/REVISIONS: May 2025

To Apply: Send Cover letter, resume, Crowder Application and copies of transcripts to HR@crowder.edu

Position Summary

Crowder College is looking for a Campus Events and Tours Coordinator who is energetic, organized, an effective communicator, good story-teller and can readily answer questions in order to increase the number of prospective students and applicants. This person creates the first and last impression for potential future Roughriders.

When the Campus Events and Tours Coordinator is winning, students have exceptional on-campus event and tour experiences and the number of prospective students and college applicants increase at all campus locations.

Essential Job Duties

- Coordinate all admissions campus events and tours.
- Serve as the primary point of contact for all campus visit-related inquiries and on-site recruitment.
- Coordinate the Student Ambassador Program and supervise the Ambassadors.
- Assist and support the development of an advertising plan that aligns with the college mission and comprehensive recruitment plan goals.
- Assist in the identification, pursuit, and growth of potential new student markets.
- Coordinate the admissions communication and prospective student follow-up using customer relationship management (CRM) and other communication tools.
- Coordinate and execute a variety of campus visit programs, including personalized tours, group visits, and large recruitment events such as New Student Welcome, Show Me Crowder, school counselor workshop, and other special campus events.
- Develop and coordinate new student welcome events.
- Develop and coordinate specialized recruiting events for academic departments and programs.
- Communicate event information efficiently and effectively with campus staff and departments.
- Support recruitment events at all campus locations.
- Represent Crowder College at a variety of functions aimed at increasing student recruitment.
- Advise prospective students and their families regarding admission requirements, academic programs, financial aid and scholarships, residence halls, and student organizations and activities.
- Communicate and respond to written, phone, text, video chat, email, and in-person inquiries.
- Assist with off-campus activities/events, for prospective students/families and high school counselors.
- Contribute to the overall success of the Admissions office by performing other duties, as assigned.

Required Knowledge, Skills & Abilities

- Bachelor's degree.
- Three years of full-time related work experience.
- Willingness to be flexible in hours worked and to coordinate work with others.

- Highly effective communication skills.
- Ability to support off-campus recruitment events with limited travel, nights and weekends.
- Ability to drive and maintain a valid driver's license.
- Ability to coordinate and schedule events within a budget.
- Exceptional relational skills with a variety of diverse people.

Preferred Knowledge, Skills & Abilities

- Bachelor's degree preferred in communications, advertising, marketing, education, or related field.
- Sales and marketing experience.
- Three years of experience working with college students.

Equipment/Software

- Information Technology Abilities required:
 - Ability to operate a computer within the Crowder College Network environment using the currently available Microsoft Windows operating system.
 - Ability to use E-mail and associated calendaring/scheduling applications.
 - Ability to perform basic functions using the Microsoft Office Suite and other related technology and communication tools (including but not limited to Word, Excel, Share Point, Teams, Jenzabar, Unibuddy, Anthology)

Positions Supervised

- Student Ambassadors and Campus Tour Guides

Working Environment

- Ability to work some nights and weekends, when needed.
- Travel to other instructional sites is required periodically.
- 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.
- A neat appearance and appropriate business-like apparel are required.

Physical

- Ability to drive and must have a valid driver's license.
- Ability to load and unload promotional materials from a vehicle, as well as set-up displays on locations.
- Ability to lift up to 50 pounds.
- Ability to stand for long periods of time during presentations or display opportunities.
- Input, access and distribute information using computers.
- While performing the duties of this job, the employee is required to stand; walk; sit; use hands to handle or feel; reach with hands and arms; stoop, kneel, or crouch; and talk or hear.
- The conditions herein 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.

Language/Communication Skills

- Ability to read and understand the English language.
- Ability to communicate effectively with a variety of people, including staff, students and the general public.
- Ability to understand oral or written instructions, and to ask appropriate questions for clarification.

*****CROWDER COLLEGE RESERVES THE RIGHT TO MODIFY, INTERPRET, OR APPLY THIS POSITION DESCRIPTION IN ANY WAY THE INSTITUTION DESIRES. THIS POSITION DESCRIPTION IN NO WAY IMPLIES THAT THESE ARE THE ONLY DUTIES, INCLUDING ESSENTIAL JOB DUTIES, TO BE PERFORMED BY THE EMPLOYEE OCCUPYING THIS POSITION. THIS POSITION DESCRIPTION IS NOT AN EMPLOYMENT CONTRACT, IMPLIED OR OTHERWISE. THE EMPLOYMENT RELATIONSHIP**

REMAINS "AT-WILL." THE AFOREMENTIONED JOB REQUIREMENTS ARE SUBJECT TO CHANGE TO REASONABLY ACCOMMODATE QUALIFIED INDIVIDUALS WITH A DISABILITY.