Job Title: Coordinator, Recruitment and Retention

BCAT Code: 09JX16                  Effective Date: April 1, 2007
Pay Grade: G16           FLSA Status: Exempt       Revision Date: July 1, 2013

General Description
Assists in the Recruitment and Retention of Hispanic and Latino students.

Examples of Duties
- Develops a recruitment plan and implements outreach activities to encourage the enrollment of undergraduate students with a Hispanic/Latino background.
- Plans and implements strategies to retain enrolled students.
- Develops working relationships with Hispanic/Latino community organizations.
- Accesses and uses prospect data from an existing database to expand the University 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 in 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 stressful situations.
- Ability to work independently, and perform assignments via oral and written instructions.

Minimum GSU Hiring Standards
Bachelor’s degree and four years of Recruitment experience; or a combination of education and related experience. Experience working with Hispanic or Latino students, families and community organizations preferred.

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.