

# THE UNIVERSITY OF KANSAS

**Position:** Assistant Director for Out-of-State Recruitment  
(Position # 00207552)

**Department:** Office of Admissions and Scholarships

**Priority Review**

**Date:** June 7, 2009

**Start Date:** July 27, 2009

**Salary:** \$41,500 - 45,000

**Position Description:**

The Assistant Director for Out-of-State Recruitment position will oversee freshman recruitment strategies for select out-of-state areas. This position will supervise two regional representatives, along with one graduate assistant and will be part of the strategic planning team in the Office of Admissions and Scholarships (OAS) at the University of Kansas. This position reports to the Associate Director for Freshman Recruitment. This position requires travel by automobile or plane to any city or region/event assigned. Some evening and weekend work required. The Office of Admissions and Scholarships is a department in Student Success, the comprehensive student services organization at the University of Kansas.

**Responsibilities:**

1. Identify, evaluate and expand out-of-state recruitment territories and tactics Research new recruitment territories for both permanent admissions staff and alumni volunteers. Analyze data combined with personal research and exploration of prospective markets. Provide regular reports outlining recruitment efforts and outcomes. Coordinate high school counselor visits to Lawrence campus. Coordinate out-of-state receptions in targeted recruitment territories.
2. Coordinate and expand alumni volunteer recruitment program, Helpful Alumni Working for KU (H.A.W.K.) Program

Recruit and train prospective KU alumni to assist OAS with recruitment efforts in out-of-state territories. Develop and implement on and off campus training, correspondence and evaluation of H.A.W.K. volunteers. Supervise graduate assistant who will contribute to all H.A.W.K. efforts.

3. Supervise and evaluate regional recruitment staff and tactics. Hire, train, supervise and evaluate regional recruiters located in Dallas, Texas and Chicago, Illinois. Work with regional recruiters to develop and evaluate recruitment efforts in these areas. Provide regular reports outlining recruitment efforts and outcomes. Develop consistent communications efforts with regional recruiters including e-newsletters, regular meetings and phone calls.
4. Travel and territory management.

Travel will consist of own recruitment territory, territory exploration in new markets, regional recruiter markets, all out-of-state receptions and hosting off campus training for H.A.W.K. volunteers. Territory management includes high school visits, college fairs, college day and night programs and correspondence with prospective students providing admissions and scholarship counseling.

5. Participate in on- and off-campus programs such as Senior and Junior Days, Multicultural Visit Days, Transfer Student Visit Days, Scholar Visit Days, Kansas information nights and other OAS sponsored events. Actively support the campus visit program by making presentations to prospective students and guests. Meet with walk-in office visitors and respond to telephone and email inquiries. Serve on the scholarship evaluation committee.
6. Other responsibilities as assigned by the Director of Admissions and Scholarships or the Associate Director for Freshman Recruitment.

**Required Qualifications:**

1. Bachelor's degree at the time of appointment.
2. At least 2 years professional experience in admissions, related higher education area, or public relations.
3. Strong written communication skills as evidenced by application materials
4. Prior experience with public speaking as evidenced by application materials.
5. Event planning experience as evidenced by application materials.
6. Valid Driver's License or ability to obtain one at the time of appointment.

**POSITION REQUIREMENTS:** This position requires the ability to travel by automobile or plane to any city or region assigned. Extensive travel and some evening or weekend work required.

**Preferred Qualifications:**

1. Master's degree in Higher Education, Journalism, Public Relations, Advertising, Marketing or closely related field at the time of appointment.
2. At least 2 years professional experience working in admissions.
3. Knowledge of KU, including academic and student support services, university structure, procedures, resources and SAKU technology.
4. Experience with supervising others.
5. Ability to effectively organize time and tasks.
6. Ability to work with diverse student populations, including high ability, low-income, first generation, geographic regions, ethnic groups, elementary school, middle school, high school and non-traditional students.

**Application Procedures:**

**Instructions for Applying for a position at the University of Kansas:**

1. Apply online at <https://jobs.ku.edu>.
2. Click on "Search Postings" link in the upper left hand corner of the screen.
3. Search postings by inserting the position # indicated in the description.
4. To apply for a job, click the "Create Application" link in the upper left hand corner of the screen and follow the directions.

For a complete application, applicants must attach a cover letter, resume and a listing of three references to the on-line application (see above). First consideration given to complete applications received by the review date.

**Contact:**

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