



**Recruitment Specialist
Full Time
Floyd County Campus**

Job Summary:

Georgia Northwestern Technical College is seeking qualified applicants for the position of Recruitment Specialist to be located on the Floyd County Campus and will be required to travel to other campuses to meet operational requirements. This position will report to the Director of Recruitment. The Recruitment Specialist is responsible for managing recruitment efforts and activities for the institution and provides information about programs, services, and career opportunities to target markets to generate prospective student inquiries and applications. This position will work independently to attend recruitment events and activities, and provide additional support to the offices of Recruitment and Enrollment Services, which will require extensive travel throughout the college's service area and, at times, require working outside normal business hours.

Duties/Responsibilities:

- Present accurate and timely information about GNTC programs, courses, and services to prospective students and community stakeholders.
- Plan and coordinate on-campus tours for individuals and groups.
- Provide pre-admission advising and identify student needs to address academic or financial concerns, making appropriate referrals to campus resources.
- Assist the Director of Recruitment in developing and executing the institution's Strategic Recruitment Plan.
- Represent the college at high school visits, career fairs, and other recruitment events, delivering presentations and engaging with prospective students and staff.
- Develop and maintain communication plans to engage high school counselors and community stakeholders, fostering partnerships to increase student enrollment.
- Support recruitment events through planning, logistics, and material preparation.
- Create and update student-focused informational materials to ensure clarity and relevance.
- Provide activity and progress reports, responding to inquiries from prospective and current students, as well as the community, via various communication platforms.
- Participate in college committees related to recruitment and serve on other Student Affairs committees as needed.
- Collaborate with internal departments to meet the college's recruitment goals and objectives.
- Perform other duties as assigned.

Competencies:

- Ability to attract, engage, and enroll qualified prospective students
- Skill with marketing and recruitment
- Skill to work cooperatively with community leaders, students, faculty, and staff
- Skill in the operation of computers and job-related software programs
- Oral and written communication skills
- Skill in interpersonal relations and in dealing with the public
- Decision-making and problem-solving skills
- Organizational skills
- Ability to multi-task
- Knowledge of relevant college, state, and federal policies
- Knowledge of admission requirements for students

Minimum Qualifications:

Associate degree ***and*** three (3) years of work experience in a related field. ***Note:** Experience may substitute for the degree on a year-for-year basis.

Preferred Qualifications:

Bachelor's degree in Marketing, Advertising, or a related field of study. Five (5) or more years working in postsecondary education, specifically in areas of Admissions, Recruitment, Enrollment Management, and/or Marketing. Knowledge of Enrollment Management software, such as TargetX or similar CRM tools. Prior experience utilizing SMS/texting and chat programs, such as Mogli or Mongoose Cadence. Experience and skill using graphic design, digital media, or email marketing software. Comfort in contacting students using cold-calling, emailing, and texting capabilities regularly. Experience with admissions/recruitment event planning, coordination, and communication. Knowledge of Financial Aid policies and procedures.

Physical Demands:

Work is typically performed in a classroom or office environment with intermittent sitting, standing, or walking in various settings. The employee occasionally lifts or moves objects to a light to medium weight. Full range of hand and finger motion may be utilized for data entry purposes.

If the job involves driving, physical requirements include the ability to operate a vehicle and sit for extended periods.

Salary: \$40,000

Benefits:

If this is a part-time position, no benefits are available. If this is a full-time position, benefits include: 13 paid State holidays, annual and sick leave, a State of Georgia benefits package that includes Health, Dental, Vision, Life, etc. A choice of two retirement systems: Teachers Retirement System of Georgia or the Employee's Retirement System of Georgia based upon position and 401K options.

Application Deadline: Open until filled.

Application Process:

All application packets **MUST** be completed via the GNTC Online Job Center at www.gntc.edu/about/employment/. We do not accept resumes, transcripts, etc. in any other format except through the Online Job Center. As a part of the application process, interested candidates will also be required to upload documents such as a resume, work references, contact information, education credentials such as licenses, certifications, and transcripts, if applicable and those applicable will be verified prior to beginning employment. Pursuant to college policy, a thorough background investigation, including a criminal history records check, shall be conducted on all candidates prior to employment. Some positions may require a motor vehicle record search, credit history and drug screen. **No phone calls or emails please.**

A Unit of the Technical College System of Georgia

Equal Opportunity Employer

A unit of the Technical College System of Georgia, as set forth in its student catalog, GNTC complies with applicable Federal civil rights laws and does not discriminate on the basis of race, color, creed or religion, national or ethnic origin, sex (including pregnancy, sexual orientation and gender identity), disability, age, political affiliation or belief, genetic information, veteran or military status, marital status or citizenship status (except in those special circumstances permitted or mandated by law). Title IX and Equity Coordinator: Elizabeth Barksdale, Floyd County Campus, Building I 103, 706-295-6592, ebarksdale@gntc.edu.