

**POSITION** Assistant Recruiter – Full Time, Limited Term  
**APPLY BY** July 21, 2019  
**HIRE DATE** August, 2019

**DIVISION** Marketing  
**REPORTS TO** Marketing  
**CLASSIFICATION** Non-Exempt – B21  
**POSTING DATE** June 26, 2019

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### **SUMMARY**

Execute recruitment activities which will inform and educate prospective students, parents, teachers, K-12 staff and the surrounding community about programs and services at Southwest Tech. Local travel and irregular hours to include evenings or weekends are required. This position is limited term with an end date of June 30, 2020.

### **ESSENTIAL DUTIES AND RESPONSIBILITIES INCLUDE**

- Developing and maintaining partnerships with assigned schools in the 30 in-district schools and approximately 30 out-of-district schools through:
  - Creating and delivering classroom presentations
  - Assisting with planning on campus recruitment events and giving presentations and tours to prospects and influences
  - Executive communication plan for all schools
  - Assisting high school students with Academic and Career Planning
  - Educating students on programs and opportunities at Southwest Tech and other technical education opportunities
  - Attending special events such as college/career fairs, panels, awards ceremonies, etc.
- Work cooperatively with admissions to assure accurate information regarding application status, waitlist capacity, or curriculum updates, class offerings/availability, and the potential impacts these may have on financial aid and/or graduation
- Serving on Recruitment Work Group
- Working with the Southwest Tech Outreach Site supervisors to promote Southwest Tech programs and opportunities to the surrounding communities
- Analyzing data to make strategic decisions on strategic goals for recruitment
- Calling, texting, and e-mailing prospective students about the next step in the application process
- Assist with the recruitment plan for Special Populations, including minorities, veterans, people with disabilities, single parents, displaced homemakers, and the economically disadvantages
- Utilize a Customer Relations Management (CRM) system to account for applications and conversion rates

## TRAINING AND EXPERIENCE

- Associate degree in marketing or related area and a minimum of 2 years of experience in sales, customer service or related field.
- Possess a valid driver's license

## PERFORMANCE EXPECTATIONS:

- Take responsibility for recruiting students from first contact to application
- Ability to multi-task with multiple projects at once
- Ability to deal tactfully and courteously with the public and to maintain effective working relationships with team members and community members
- Follow all safety and security policies and procedures of the college
- Work non-regular hours for recruiting, marketing, and promotional events as needed
- Utilizing communication and interpersonal skills as applied to interaction with coworkers, supervisor, the general public, and others sufficient to exchange or convey information

## KNOWLEDGE & SKILLS

- Excellent communication skills including good listening skills
- Excellent organizational skills
- Neatness in work and appearance
- Flexibility in work schedule is required
- Ability to relate to all learners
- Working knowledge of Microsoft Office Suite programs
- Ability to work with a variety of people
- Good written and oral communication skills
- Ability to work cooperatively within a team approach
- Ability to lift up to 50 lbs. without assistance
- Spanish fluency a plus

## PHYSICAL REQUIREMENTS

Position requires sedative and repetitive motion including sitting, standing, walking, talking, hearing, seeing; lifting up to 10 pounds on a regular basis.

## APPLICATIONS

Internal and External applicants complete and submit the online employment application at [www.swtc.edu/jobsatswtc](http://www.swtc.edu/jobsatswtc)

For questions regarding the application process please email Human Resources at [humanresources@swtc.edu](mailto:humanresources@swtc.edu) or 608.822.2314.

**WAGE BAND: B21 – \$17.15 – \$22.30**

**BENEFITS/SERVICES**

Our comprehensive benefit package includes the following and much more:

- Health Insurance
- Dental Insurance
- Life Insurance
- Long-Term Disability
- Health Savings Account
- Health Club Access
- Wisconsin Retirement System Contribution
- On-campus day care (hourly rate charge)

**SELECTION PROCESS**

The Review Committee will screen applicants and contact them for an interview. Meeting the minimum qualifications does not assure the candidate an interview. Final candidate's employment offer will be subject to completion of a criminal background check and pre-employment drug screening.

Southwest Tech does not discriminate on the basis of race, color, national origin, sex, disability, or age in its programs and activities. The Equal Opportunity/Affirmative Action Officer has been designated to handle inquiries regarding non-discrimination policies. Call 800-362-3322, Ext. 2315 (TDD: 608-822-2072) or write Southwest Tech, 1800 Bronson Blvd., Fennimore, WI 53809.