Job title: Enrollment Specialist (Coatesville Campus)

Department: College of Professional, Graduate and Extended Studies

Reports to: Director of Coatesville Campus

Job Summary:

The Lincoln University is seeking a high caliber enrollment specialist professional to work in an established, dynamic, and successful higher educational academy. We are seeking a highly motivated, results-oriented individual who is accomplished in meeting and exceeding enrollment targets especially with the non-traditional student. The position will be based in our Coatesville, Pennsylvania campus location. Recruitment aims will be focused both within the city as well as the surrounding communities. We are seeking strong and mature candidate with excellent communication skills who can grow our recruitment of a rich and diverse student population through the establishment of coordinated relationships with our internal and external networks. The position will involve occasional travel to visit, recruit and initiate relationships with other universities and colleges. This is an ideal position for a knowledgeable professional who can best represent The Lincoln University brand and help us better position ourselves to compete in the diverse, ever-changing contemporary markets of higher education.

Qualifications:

- Bachelor’s Degree in relevant and/or related field required.
- 4-6 years’ experience in College/University recruitment activities; related experience may be considered.

Skills, Abilities and Competencies

- Demonstrated experience and success in planning and marketing strategies.
- Excellent presentation, communication and interpersonal skills.
- Well-developed organizational skills and demonstrated ability to meet deadlines.
- Excellent technology skills including word, spreadsheets, databases, internet and email.
- Fluency in both oral and written English.
- Exceptional analytical skills.
- Ability to engage and collaborate with a diverse population.
- Ability to work independently with minimal supervision, as well as demonstrated ability to proactively and effectively work in a team environment.
- Ability to listen to the customer and respond positively to their requests.
- Ability to adapt to changing assignments and multiple priorities.
- Ability to maintain a high level of confidentiality and professional demeanor at all times.
- Proven ability to handle multiple tasks in a fast paced environment while maintaining deadlines and high level of customer satisfaction.
- Exceptional analytical skills with an indebt knowledge of information systems and technical expertise with Microsoft Word, Publisher, Access, Excel and PowerPoint.
- Understanding and knowledge of the use of Social Media (Facebook, Twitter etc.) as a communication tool in recruitment and enrollment management.

**Essential Duties and Responsibilities:**

- Increase student enrollment numbers and achieve student recruitment targets through established and innovative channels of partner education organizations.
- Develop plans to deliver revenue, profit and student diversity targets.
- Lead conversation activities including attendance at events and discussions with potential students and offer compelling education advice and guidance.
- Participate in target setting and negotiation with other institutions and feeder partners.
- Represent The Lincoln University Coatesville Campus at key promotional events.
- Liaise between Coatesville Campus and main campus Admissions Office, other relevant student support offices including Registrar, Financial Aid and International Programs.
- Attend recruitment events at Area High Schools and Community Colleges.
- Plan and execute open house activities.
- Oversee incoming students’ orientation activities.

**Working conditions:**

Work is primarily performed in a university campus environment and requires a flexible schedule including some weekends and evenings. The employee is subject to inside environmental conditions, protection from weather conditions buy not necessarily from temperature changes.

**Application Submission:**

- Submit a letter of interest/cover letter.
- A detailed resume listing qualifications and experience
- Names, addresses, and telephone numbers of at least three professional references.
To apply, please submit documentation to the following address:

Office of Human Resources  
Lincoln University  
1570 Baltimore Pike  
P.O. Box 179  
Lincoln University, PA 19352

Or

Email: hr@lincoln.edu

IMPORTANT NOTE: Please indicate Job Title on Subject Line when emailing.