

## Recruitment Officer

The overriding responsibility of the Recruitment Officer is to attract a large pool of well-qualified students whose goals and ideals fit with the AJR/CA's strategic goals, and persuade them to apply to the Academy. Specifically, the Recruitment Officer:

1. Creates a strategy for marketing the AJR/CA to appropriate target populations, which will include at least the following:
  - a. Supervising email and direct mail to target lists
  - b. Organizing visits by Recruitment Officer or other AJR/CA representatives to sites and conferences with target populations, including providing recruitment brochures, application forms, and other relevant information
  - c. Expanding the Academy's referral sources and maintaining existing referral sources
2. Responds to expressions of interest from website and phone calls with personal phone contacts and follow-up emails and calls
3. Organizes campus visits by prospective students
  - a. Individual
    - i. Arranges meeting with Dean
    - ii. Arranges class attendance and informs faculty
  - b. Group: Open House days
    - i. Arranges class attendance and informs faculty
    - ii. Arranges individual conferences with Dean on request
4. Provides recruitment information at all AJR/CA events, provides and collects sign-in sheets, and arranges follow-up as appropriate
5. Prepares and implements budget for Recruitment activities:
  - a. Prepares budget request, including events and travel
  - b. Consults with supervisor regarding use of budget
  - c. Keeps accurate record of expenses and
6. Reports to supervisor on all recruitment activities, including contacts, events, visits and their results
7. Collects and analyzes data on recruitment with the goal of improving recruitment performance
8. Recommends and consults on recruitment literature
9. Attends Administration meetings as requested

This position is considered a part-time position, but work may vary according to season. On-campus time varies but includes the following:

*Responding to website & phone inquiries*

*Attending recruitment events and other AJR/CA events*

*Attending administration meetings as requested*

*Consultations with supervisor*

*July 2009  
(Tamar)*