



LACKAWANNA COLLEGE

EMPLOYEE JOB DESCRIPTION

NAME OF EMPLOYEE	
POSITION TITLE	Enrollment Specialist
REPORTS TO	Center Director (Sunbury)
DIRECT REPORTS	None
FLSA CLASSIFICATION	Non-Exempt
LAST REVISION	New
DATE	

ESSENTIAL FUNCTIONS, PRIMARY RESPONSIBILITIES AND OBJECTIVES:

The Enrollment Specialist assists the Center Director with generating enrollment for all College programs offered at the Center. The Enrollment Specialist conducts educational advising and assists both new and returning students in the enrollment and advising process. He/she is responsible for recruiting students within the assigned territory, representing the College at recruitment and retention events and assists in the planning. He/she is responsible for coordinating and implementing enrollment events and scheduling presentations in high school classrooms.

ESSENTIAL FUNCTIONS:

1. Recruits students from designated territories for all degree programs, dual enrollment, contract training, and continuing education, and any programs associated with the School of PNG.
2. Collaborates with schools and businesses in assigned areas setting up various types of educational and training programs.
3. Conducts individual and group career/admissions interviews and assist students in the enrollment process.
4. Develops, implements and conducts various types of recruitment events including workshops, high school classroom presentations, information sessions and open houses.
5. Serves as liaison between the College and potential students; area school districts; business and industry; workforce and economic development agencies.
6. Identifies new opportunities in programming, markets, partnerships and business relationships.
7. Supports local business and industry by identifying needs and creating solutions through educational and contract training programs.
8. Processes applications and transcripts for enrollment and verifies for completeness and accuracy, screens students for eligibility.
9. Maintains constant interaction and follow-up with students and maintains all relevant record-keeping and tracking. Assists students in assessing academic

skills, interpreting assessment results, and course selection based on those results.

10. Coordinates with main campus enrollment services to provide students with any assistance they may need in the enrollment process. Responsible for the actual registration, drop/add and withdrawal functions, including the actual data entry into the registration system for each student advised.
11. Provides students with a variety of information resources including, but not limited to, college catalogs, course/program selection guides, financial aid information, and referrals to the campus career placement center to utilize computer applications designed to allow students to make decisions related to career and life planning.
12. Provides financial aid program advisement and assistance to students regarding the applications processes for grants, loans, work-study, scholarships, and/or other information related to financial aid.
13. Ensures compliance with all federal, state, institutional and accreditation guidelines and regulations.
14. Performs all other duties as assigned.

KEY COMPETENCIES:

1. Ability to multi-task and prioritize.
2. Solid working knowledge of computer technology and software applications.
3. Demonstrated ability to work with a diverse population.
4. Excellent interpersonal skills.
5. Excellent communication skills.
6. Bi-lingual/fluent in Spanish preferred.
7. Capacity to represent the College in a public setting in a professional manner.
8. Travel as required.
9. Ability to work flexible hours.

EDUCATION:

- Associate's degree preferred.
- Bachelor's degree in Business, Education, Marketing or Sales preferred.

EXPERIENCE:

- Prior experience in recruiting, customer relationship management, sales or other related fields required.
- Recruitment experience in an educational setting preferred.