



**Position Title:** Corporate Educational Liaison  
**Reports To:** Director of Admissions, Enrollment Manager and President/CEO  
**Classification:** Exempt  
**WC Code:** 8869  
**Position Type:** Fifth Level

***Major Responsibilities:***

Identify, recruit and generate qualified potential student leads specifically targeting the corporate market segment in the Miami Dade and Broward Counties. Develop, foster and promote outreach activities within the community to create exposure and branding of the institution. Ensure that all recruitment and enrollment activities are conducted within the parameters established by the admissions requirements stated in the catalog, as well as in the University's Code of Ethics.

***Specific Duties and Responsibilities:***

1. Read, understand and comply with the University's mission, the catalog, the University's policies and procedures, the Staff Handbook and institutional effectiveness process.
2. Responds to communications (email/voicemail) on a daily basis.
3. Maintain a thorough knowledge of the University's policies and procedures pertinent to the admissions process including program requirements, tuition and fees, refund policies, class schedules, payment plans, etc. and apply them consistently to student's enrollment.
4. Obtain a thorough knowledge of the objectives, requirements, and content of all programs of study offered by the college in order to present complete and factual information to prospective students and organizations that are business and community related.
5. Work closely with the institution's academic and administrative personnel to target corporate recruitment efforts on the specific needs of program requirements.
6. Work closely with the Enrollment Manager and Director of Admissions to support the development, coordination, and implementation the institution's outreach corporate recruitment program focusing on the specific program needs identified in the yearly Recruitment Plan.
7. Identify, recruit and generate qualified potential student leads from the corporate market segment meeting the expectations set by the institution. A qualified lead is one where the potential student meets the enrollment requirements of the given program he/she has decided to pursue.
8. Develop, revise and adapt presentations, correspondence and collateral materials used to address market needs and/or changes.
9. Target specific market segments/ corporations by visiting organizations, making presentations based on specific market/corporate needs and inputting potential student information into the Campus-Vue system.
10. Develop, maintain and submit to Director of Admissions and Enrollment Manager weekly and daily reports that include organizations visited, presentations given and leads generated and inputted.

11. Submit a weekly mileage report for reimbursement purposes for organizations visited throughout the week.
12. Participate in recruitment activities such as educational fairs, career days, festivals, and any other activities to promote develop and maximize enrollment opportunities. This activity may fall on any day including weekends and after regular work hours.
13. Maintain a leads management program, which includes number of qualified leads, follow-up calls, and number of enrollments.
14. Must have an average a minimum of one enrollment per week.
15. Evaluate and recommend recruiting materials and marketing capabilities in attracting future university students
16. Spearhead demographic research to determine target schools for recruitment
17. Establish metrics to measure effectiveness of recruitment strategy
18. Recommend changes as needed to target appropriate student population in different high schools
19. Assist I managing marketing dollars earmarked for recruitment
20. Participate in the self-studies and committees conducted by the university.
21. Performs other duties as assigned.

Note: The use of computers and college resources is limited for school business purpose. Installation of any software is prohibited.

This job description is intended to describe the general nature and level of work being performed by individuals assigned to this position. It is not intended to be construed as an exhaustive list of all tasks, duties, skills and/or responsibilities required for this position in each Campus at all times. Tasks, duties, skills and/or responsibilities may vary from individual to individual, campus to campus and over time, depending upon various factors. These are general guidelines for this job position.

To apply for this position please click on the link below:

<https://workforcenow.adp.com/jobs/apply/posting.html?client=fnuedu>