JOB DESCRIPTION

Position Title: College Education Liaison
Department: Admissions
Reports to: College Education Director
Supervises: N/A
Classification: Salaried
Status: Non-Exempt

IMPORTANT NOTES:
- Management reserves the right to change or otherwise modify the functions of this job in order to meet the needs of the company. Additional duties may also be assigned. Consideration will be given to make reasonable accommodations for individuals with disabilities.
- To perform this job successfully, an individual must be able to perform each essential duty satisfactory. The requirements listed hereafter are representative of the knowledge, skills and or abilities required to do this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

POSITION OVERVIEW: Will work in a range of targeted high schools and businesses to promote WTC’s brand to develop awareness of WTC’s programs and/or courses and attract high quality students/businesses through liaison with high schools and businesses.

ESSENTIAL FUNCTIONS:
1. Plan, organize and schedule visits to high schools and businesses to make presentations about technical career opportunities and training options. Working with school counselors to educate on WTC post-secondary education opportunities, GEAR UP, Skills USA, and Career Technology Education.
2. Call lead inquiries, set up appointments, interview, qualify and enroll prospective students at their homes or campus. Use judgment and discretion to evaluate career paths, match students with career paths according to career goals and available programs of study. Enroll prospective students for technical careers of their choice.
3. Work effectively towards the goal set on the annual plans and design and deliver local strategies for individual schools and businesses to increase the number of applications from those institutions. Works closely with the Career Services department to inform the business community about customize training programs and higher education learning.
4. Utilize existing contacts and inquiries to secure new students for enrollment in the College.
5. Create partnerships with companies or corporations, understand the business training needs, evaluate and recommend training alternatives.
6. Develop and organize education presentations and recruitment events for businesses and their employees.
7. Attend career fairs and any other high school, community and business sponsored events.
8. Plan, organize and schedule “Open House” and/or other events for high school students, teachers, counselors, business owners and Human Resources directors.
9. Maintain communication in resolving problem situations and in mediating solutions.
10. Address any inquiries, questions, concerns or issues to ensure appropriate action is taken to the satisfaction of the student, college, and/or regulatory agencies in compliance with policy, procedures and legal requirements.
11. Categorize and input inquiry cards generated by presentation and events according to the stated procedures.
12. Manage a lead management system (enter, contact and follow up with leads within 24hrs, confirm appointments, qualify and enroll prospective students, contact follow up, etc.)

EDUCATION AND EXPERIENCE REQUIREMENTS:
1. Associate or Bachelor's degree in Business or a related field (preferred).
2. Minimum of 1-2 years admissions recruitment or non-durable goods sales experience.

KNOWLEDGE, SKILLS, AND ABILITIES REQUIRED:
1. Excellent presentation and public speaking skills
2. Proficient in computer skills
3. Ability to setup and use technology for the presentations.
4. Ability to read, write, speak and understand English and Spanish fluently.
5. Strong verbal and written communication skills, plus analytical, organizational, interpersonal, and problem solving skills.
6. Must be customer service oriented.
7. Ability to meet or exceed the company's attendance and punctuality standards.
8. Ability to evaluate objectively, fairly, and consistently.
9. Creativity and initiative.
10. Ability to operate a computer and other normal office equipment.
11. Must possess excellent telephone skills.

This above Job Description is not intended to be an all-encompassing list of responsibilities, skills, efforts, or working conditions associated with this position. It is intended to be a guideline reflecting the principle activities.

I do hereby certify that I have read and do understand the above job description. I also understand and agree that Western Technical College has the right to change or otherwise modify this job description at any time.

_______________________________________  __________________________
Signature/Print Name                              Date