



VACANCY ANNOUNCEMENT

Position Title: Recruitment and Social Media Coordinator

Position #: 100290

Position Status: Full-Time – 12 month

Reports To: Associate Vice President of Enrollment Management

DUTIES AND RESPONSIBILITIES:

The Recruitment and Social Media Coordinator is responsible for the following:

- 1. Become educated about Otero Junior College**
 - a. Will become highly knowledgeable about Otero Junior College, its history, programs of study, admission requirements, academic expectations, financial aid, athletics, and other topics that prospective students and parents will be expecting factual information about.
 - b. Will learn to advise students into their first semester classes
- 2. Become educated about the field of enrollment management**
 - a. Will become a student of enrollment trends, and recruitment strategies, communicating those strategies to the college's leadership in order to keep OJC on the leading edge of best-practices and student expectations
- 3. Recruitment**
 - a. Recruiting students to Otero Junior College from the service area and beyond.
 - i. Recruitment activities will include high school student recruitment
 - ii. Recruitment activities will include a strong focus on the recruitment of non-traditional student from the surrounding communities
 - iii. Recruitment activities will include organizing group tours, presentations, engaging in one-on-one student interaction, student/parent interaction, and representing the college at public venues when assigned
 - b. Will be responsible for collecting and input of prospective student data into the Customer Relationship Management System, named RECRUIT, as well as utilizing that system to effectively communicate with prospective students during their enrollment cycle
 - c. Travel will be required, sometimes on a daily basis and often overnight
 - d. Will advise students who they directly recruited into their first semester classes
 - e. Will be expected to meet recruitment/enrollment benchmarks
- 4. Social Media Coordination**
 - a. Experience with multiple social media platforms and can navigate efficiently and effectively. Learns and uses new media platforms as they become viable.
 - b. Produces consistent social media content for OJC on the most relevant social media platforms
 - c. Produces content that provides positive public relations for the college and has a positive impact on enrollment
 - d. Expands OJC's footprint into social media by researching upcoming trends and recommending new platforms for engagement, marketing and recruiting
 - e. Oversees other OJC programs' and departments' social media platforms to ensure they are upholding the college's reputation and are being utilized properly for marketing, recruiting, and communication by that program or department.
- 5. Outreach Activity Support**
 - a. Assists with on-campus events that bring students to campus for educational experiences.
 - i. On-campus activity assistance will include, but not limited to:

1. STEM Day
 2. Science Fair
 3. Girls in the Middle
 4. Otero Arts Festival
 5. OJC STEM and STEAM Summer Youth Camps
 6. Other on-campus school/youth visit and events
- b. Collects contact information of participants for future recruitment follow-up
- 6. Perform other duties as assigned.**

See Human Resources for a complete job description.

MINIMUM QUALIFICATIONS:

- Associate degree from an accredited college
- Experience working with the public and/or sales
- Social Media Skills
- Computer Skills

PREFERRED QUALIFICATIONS:

- Bachelor's degree from an accredited college
- Higher education work experience
- Otero Junior College alumn
- Public speaking and teaching skills
- Strong interest in education and careers
- Expertise with multiple social media platforms
- Ability to work independently and willingness to travel alone
- Possesses an outgoing personality and a genuine interest in helping students make informed choices about their futures.
- Educational philosophy in alignment with a small rural community college.

SALARY:

\$33,000-\$36,000 with excellent benefit package including retirement, health, vision, dental and life insurance
12 month position

APPLICATION INSTRUCTIONS

For consideration, an applicant file must contain:

1. Cover letter that addresses the minimum and preferred qualifications
2. Resume
3. Copies of transcripts (A.A., B.A., and M.A.)
4. Names, addresses, and phone numbers of 3 professional references

APPLICATION DEADLINE

September 12, 2019

POSTION START DATE:

As soon as possible

Submit Application Packet To:

Otero Junior College
Attn: Carol Noll
Director of Human Resources
1802 Colorado Ave

La Junta, CO 81050
FAX: (719) 384-6947

Or Email To: carol.noll@ojc.edu

Inquiries May Be Directed To:

Carol Noll
(719) 384-6824

Applicants must submit to and pass a background check before an offer of employment can be extended.

Notice of Non-Discrimination

Otero Junior College prohibits all forms of discrimination and harassment including those that violate federal and state law or the State Board for Community Colleges and Occupational Education Board Policies 3-120 and 4-120. The College does not discriminate on the basis of sex/gender, race, color, age, creed, national or ethnic origin, physical or mental disability, veteran status, pregnancy status, religion, genetic information, gender identity, or sexual orientation in its employment practices or educational programs and activities. Otero Junior College will take appropriate steps to ensure that the lack of English language skills will not be a barrier to admission and participation in vocational education programs.

The College has designated Carol Noll, Director of Human Resources, as its AFFIRMATIVE ACTION (AA), OFFICER, EQUAL OPPORTUNITY (EO), AND TITLE IX COORDINATOR with the responsibility to coordinate its civil rights compliance activities and grievance procedures. If you have any questions, please contact Carol Noll, Director of Human Resources at 719-384-6824, carol.noll@ojc.edu, or 1802 Colorado Ave. MacDonald Hall Room #221, La Junta, CO 81050.

You may also contact the Office for Civil Rights, U.S. Department of Education, Region VIII, Federal Office Building, 1244 North Speer Boulevard, Suite 310, Denver, CO 80204, telephone (303) 844-3417.

The Federal Clery Act (The Student Right to Know and Campus Security Act of 1990) requires all institutions of higher learning to make available to prospective employees the agency's Annual Security Report/Campus Crime Statistics. A paper copy of this report can be obtained at the Student Services Center upon request or at: <http://www.ojc.edu/content/marketing/catalog.pdf>. This report includes statistics for the previous three years concerning crimes that occurred on campus or on property controlled or owned by Otero Junior College, as well as public property within, or immediately adjacent to and accessible from, our campus.

Former employees of the Colorado Community College System or one of its 13 colleges, who were disciplinarily terminated or resigned in lieu of termination, must disclose this information in your application packet

Qualified protected class individuals are encouraged to apply

Otero Junior College must comply with the Immigration Reform and Control Act of 1986. If hired you will be required to provide documents to show your identity and authorization to work. In addition, Colorado fiscal rules require direct deposit for all new employees.

ABOUT OTERO JUNIOR COLLEGE:

Founded in 1941, Otero Junior College is a state two-year community college with approximately 1500 students (1250 FTE) made up of traditional, non-traditional and international students. The college is governed by the State Board for Community Colleges and Occupational Education. OJC is located on an attractive 40-acre campus on the southern edge of La Junta, Colorado. The college is a full-service campus with dormitory housing, food service, men's and women's varsity intercollegiate athletics, and state-of-the-art educational technology. The city of La Junta has a population of approximately 8,000 and is located on Highway 50, sixty miles east of Pueblo. The college serves the residents of Otero, Bent, and Crowley counties. This rural geographic area in southeast Colorado is primarily agriculture based and has a population of approximately 33,000 people. Students at OJC can earn degrees in Associate of Arts, Associate of Science, Associate of Applied Science, Associate of General Studies or an Associate Degree in Nursing. Students who wish to pursue vocational occupations will find over a dozen one- and two-year certificate programs available. Career and Technical Education certificate programs at OJC include:

- Agri-Business Management
- Agricultural Production Management
- Applied Business Technology
- Artificial Insemination
- Cosmetology
- Crop Production

Emergency Medical Service
Health Navigator Community Health Worker
Law Enforcement
Livestock Production
Nursing Assistant
Pesticide Application
Phlebotomy
Practical Nursing

To learn more about Otero Junior College, visit the college's website at www.ojc.edu.

OJC MISSION STATEMENT:

To provide quality higher education that is accessible, transforms lives, expands employment opportunities, enriches our communities, promotes individual and global cultural diversity, and fosters economic development.