



Classification Description

Job Title: Senior Coordinator, Recruitment and International Admissions

Pay Grade: 111

Job Code: 4772

FLSA Status: Exempt

Job Purpose

This position is responsible for the planning and execution of recruitment initiatives to support enrollment targets and serves as the primary lead for International Student Admissions. The Senior Coordinator supervises Admissions Counselors and provides leadership for strategic outreach to prospective students.

General Responsibilities

Essential Functions

Leads the planning and execution of recruitment initiatives including high school and community visits, College fairs, open houses, on-campus and virtual events, and campus tours, in support of annual enrollment targets.

Supervises and provides guidance to Admissions Counselors and Student Assistants regarding recruitment activities, schedules, travel, and event coverage; ensures consistent messaging and timely follow-up.

Works with IT and Marketing on the prospective student database and the recruitment components of the CRM.

Develops, maintains, and assesses the Recruitment Operations Plan; partners with Marketing on content and promotional campaigns.

Collaborates with Financial Aid and other partners on scholarship-related recruitment initiatives.

Represents the College at recruitment events and during information sessions (on-campus, off-campus, virtual), providing accurate information on admissions, programs, and articulation.

Designs and implements targeted recruitment strategies for international students, including digital outreach, school/agency partnerships, consortiums, and communication flows tailored to international prospects.

Serves as the point of contact for College-wide centralized recruitment initiatives.

SENIOR COORDINATOR, RECRUITMENT AND INTERNATIONAL ADMISSIONS

Serves as the Principal Designated School Official (PDSO) for international student services; ensures institutional compliance with SEVP regulations, maintains accurate SEVIS records, prepares for DHS site visits, and coordinates with campus partners on international onboarding and communication.

Manages Form I-17 maintenance, including timely updates, recertification, documentation, and coordination with federal agencies as required.

Advises students on Curricular/Optional Practical Training (CPT/OPT) opportunities and regulations.

Performs other duties as assigned.

These essential job functions are not to be construed as a complete statement of all duties performed; employees will be required to perform other job-related duties as required. An employee with a disability is encouraged to contact the Human Resources Office to evaluate the job in greater detail to determine if she/he can perform the essential functions of this job with or without reasonable accommodation.

Knowledge, Skills and Abilities

Minimum Qualifications

Bachelor's degree from a regionally accredited institution of higher education.

Three (3) years of full-time professional work experience in admissions, recruitment or enrollment services at an institution of higher education. An appropriate combination of education and experience may be substituted.

Experience with SEVIS and international student regulations

Ability to travel to businesses, schools, and other community contact locations independently.

Demonstrated experience using a personal computer, office software such as Microsoft Office and electronic mail.

Demonstrated ability to:

- Think critically and creatively, have a high standard of integrity, and be motivated to incorporate best practices into the organizational culture.
- Exhibit a thorough knowledge of policies, procedures, and outside regulations pertaining to the position.
- Possess a working knowledge of operational and fiscal analysis techniques.
- Take initiative and independently plan, organize, coordinate and perform work in various situations where numerous and diverse demands are involved.
- Anticipate, investigate, and analyze problems and address them proactively.
- Communicate effectively, orally in individual and large group settings, and in writing.

SENIOR COORDINATOR, RECRUITMENT AND INTERNATIONAL ADMISSIONS

- Establish and maintain effective working relationships with faculty, staff, students and the public.
- Work in a fast-paced, demanding environment.
- Work independently and follow through on assignments.
- Exhibit solid organizational skills and be detail oriented.
- Work with a variety of constituencies and be willing to contribute to a team effort.
- Exercise discretion and good judgment at all times and in all contexts and maintain confidentiality.
- Work effectively with all constituencies of the College.
- Collect, organize, analyze and present information in a meaningful manner.
- Collaborate and be effective working with diverse populations.

Critical Skills/Expertise

All employees are expected to:

- Promote a common purpose consistent with stated College goals and demonstrate a commitment to students and the learning environment.
- Possess the knowledge of general written standards and procedures utilized, and have the ability to read, interpret, and follow procedural and policy manual related to the job tasks.
- Demonstrate the ability to respond to supervision, guidance and direction in a positive, receptive manner and in accordance with stated policies.
- Provide quality customer service by creating a welcoming and supportive environment.
- Present a professional image in word, action and attire.
- Demonstrate professionalism in dealing with a diverse population while understanding and respecting each other's view of the world, personalities and working styles.
- Conduct oneself in a manner consistent with the College's standards of ethical conduct.
- Apply effective techniques to create working relationships with others to achieve common goals; successfully communicates and collaborates with others to achieve goals.
- Demonstrate skills necessary to look at situations and processes critically to make recommendations for improvement.

Work Conditions/Physical Demands/Special Conditions

Physical: Routinely requires the ability to see, hear, and speak. Routinely requires sitting, bending, stooping, walking. On occasion, incumbents may be required to lift 20 or more pounds.

Environmental: Normal general office.

Mental: Routinely requires the ability to interpret, analyze and perform critical thinking skills.

Approved: December 16, 2025.