

JOB DESCRIPTION



JOB TITLE:	Student Recruitment Manager		
JOB CLASS:	Salaried Exempt	DATE:	May 2025
DEPARTMENT:	Admissions	REPORTS TO:	Director of Student Recruitment

GENERAL DESCRIPTION:

The Student Recruitment Manager (SRM) is responsible for the day-to-day management of Patrick Henry College's Admissions Counselor team, ensuring that the right mission-fit students are recruited and enrolled at PHC. The SRM is responsible for recruiting & managing their own territory, evaluating all applicants for the College, recruiting new counselors, overseeing the Events Plan, and training new counselors.

SUPERVISORY RESPONSIBILITIES:

- Actively mentor and manage the Admissions Counselors and the Assistant Admissions Counselor. Oversee their recruitment efforts individually and collectively to achieve the College's annual mission-fit enrollment goals.
- Manage the Admissions Counselors' training program by conducting training sessions, monitoring job performance, and providing ongoing coaching, encouragement, and support.

CHIEF DUTIES AND RESPONSIBILITIES:

- Successfully manage a recruitment territory, completing email conversations, calls, texts, video meetings with prospective, admitted, and confirmed students and families in a personal and focused manner following the PHC Admissions process.
- Meet with prospective students on and off campus.
- Lead sessions during campus visits. Lead and train campus tours for campus visitors.
- Oversee the Admissions Annual Event Plan & promote the College at college fairs, high school visits, and other recruitment events.
- Cultivate strategic relationships with homeschool leaders, counselors, alumni, and current students to strengthen recruitment pipelines.
- Review application files for all counselors and interview applicants.
- Enhance counselor team effectiveness in student engagement by assisting in calls, scholarship awards, and check-ins.
- Speak at/lead sessions at Open house and Admitted Students Day events Train regional recruiters (volunteer or contract) using the College Catalog, Regional Recruiter Training Guide. Update regional recruiters on any additions or changes to the College or its policies.
- Establish recruiting goals and targets by studying organizational plans and objectives; meeting with Director of Student Recruitment to discuss before finalizing.
- Manage the Applicant Marketing Sequence with emails to incomplete, admitted, and confirmed students.

- Introduce new hires to the college and walk them through the hiring and training process, attracting new applicants by recruiting PHC seniors and by placing job advertisements in concert with HR.

Please note this job description is not designed to cover or contain a comprehensive listing of activities, duties or responsibilities that are required of the employee for this job. Duties, responsibilities, and activities may change at any time for the needs of the College, but a discussion between the employee and supervisor will take place prior to the change.

REQUIRED KNOWLEDGE, SKILLS, AND ABILITIES:

- 5 years of sales, customer service, or client engagement.
- Must hold a four-year college degree.
- Commitment to fostering a culture of recruitment excellence, professionalism, and high-velocity output within the Admissions Department.
- Excels in communication, collaboration, and negotiation, offering a customer service-oriented approach and results-driven mindset. Feedback-oriented mindset and willingness to learn and grow.
- Ability to establish and maintain effective working relationships with faculty, staff, students, and external constituents.
- Strong communication skills and ability to motivate team members.
- Demonstrates strong organizational, administrative, and project management skills, with the ability to balance routine tasks and long-term projects while meeting specific deadlines.
- Willing and able to travel as needed (approx. 3 weeks a year) to support operational or project objectives.
- Full adherence and support of the Patrick Henry College Statement of Faith.
- Must understand the stated mission of the College and understand how the promotion and sustaining of a Christian community at the College is an essential component of this mission.
- Commitment to and support for the Mission of Patrick Henry College.

PHYSICAL / MENTAL / EMOTIONAL REQUIREMENTS:

- Prolonged periods of sitting at a desk and working on a computer.
- Must be able to lift up to 40 pounds.
- Must be able to make quick decisions with available information.
- Must be calm in stressful situations and show good judgement in decision making.
- Must be able to work in a collaborative manner with excellent self-discipline.