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# WESTERN MICHIGAN UNIVERSITY

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## Job Description

**Job Title:** Recruitment & Retention Officer    **Position Number:** 0258  
**Pay Type:** Salaried/Exempt    **Department Name:** Haworth College of  
**Grade:** 15    Business

### General Summary

Manages and oversees recruitment and retention activities for the Haworth College of Business, serving as its liaison with students, parents, and other stakeholders.

### Major Duties

- Establishes procedures for and coordinates systematic recruitment efforts and retention of all undergraduate business students.
- Assists in the public relations activities of the college; disseminates information on programs, course offerings, and admissions requirements and procedures to prospective students, the business community, and the University community. Monitors brochures and materials for use in recruiting.
- Represents and appropriately markets the college at University functions, high school college fairs, high school visits, community college visits, Yield receptions and other such venues.
- Collaborates with the Policy Council and performs regular assessment of enrollment and retention trends and interest results; sets goals and develops strategies to meet goals.
- Assists in the planning and coordinating of on campus visits, Haworth building tours and freshmen orientation presentations to parents and students. Provides leadership and supervisory assistance for college tour guides. Serves as contact for training various student groups.
- Responsible for maintaining contact with students who experience academic difficulty; monitors the academic progress of each student and meets individually to discuss solutions and options for successful matriculation.
- Manages, chairs and administers the application process and annual awarding of Haworth College of Business scholarships. Manages relationships with external stakeholders with regard to scholarships and internship programs. Serves on the College Scholarship Committee.
- May evaluate student-athlete and NCAA compliance issues with athletic department personnel.

### Minimum Qualifications

- Bachelor's degree and one year of experience in a related field.
- Strong oral, written, and interpersonal communication skills.
- Supervisory experience.
- The ability to travel for recruitment activities.
- Knowledge of student support services and programs.

### Desired Qualifications

- Master's degree in a related field.
- Extensive knowledge of the University and its business programs.

This description indicates the general nature and level of work performed by employees in the above job. It is not intended to be a comprehensive inventory of all duties, responsibilities, and qualifications required of employees assigned to the job.