Bemidji State University invites applications for the position of:

Admissions Representative

MSUAASF Posting

OPENING DATE: November 25, 2019

CLOSING DATE: Tuesday, January 7, 2020 at 11:59 p.m.

APPOINTMENT DATE: As soon as possible

SALARY: Depends on Qualifications; Range B; Non-Exempt

JOB TYPE: Full-time Probationary

POSITION PURPOSE:
This position is responsible for working with underrepresented student populations to recruit and enroll minority, low income, and first-generation students to Bemidji State University, with special focus on regions with high populations of prospective American Indian students. The Admissions Representative for Underrepresented students is responsible for participating in activities/tasks that result in moving students through the enrollment funnel and assisting with the completion of application and financial aid forms for each student recruited. The enrollment funnel includes the following Critical Processes: Prospect Generation, Inquiry Management, Application Development, and Admission to Enrollment. The primary objective is to meet or exceed target enrollment goals for the underrepresented student population established by the administration. Must possess a valid driver’s license. This position reports to the Associate Director of Admissions.

RESPONSIBILITIES:
1. Prospect Generation (20%)
   a. College representation and recruiting at high schools, colleges, college fairs and special events that pertain to position goals.
   b. Accurately communicate admissions requirements, academic programs, transfer information and student life opportunities.
   c. Prepare and arrange schedule of visits and recruitment efforts based upon CRM data, historical trends and analytics tools.
   d. Maintain communication and assist with post-secondary application and financial aid processes.
2. Inquiry Management (30%)
   a. Meet with students, parents/families and transfer students visiting campus.
   b. Accurately communicate/represent admissions requirements, academic programs and student activities/life opportunities.
   c. Effectively utilize marketing materials, social media and vendor tools.
3. Application Development (20%)
   a. Assist with initial pre-advising for incoming new students and move them through the stage code progressions.
   b. Live within the CRM to maximize output, efficiencies and data tracking.
4. Admission Application to Enrollment (25%)
5. Campus Community (5%):
   a. Continue to strengthen relationships with academics and student service departments, with special attention to programs that are related to Indigenous Studies, Ojibwe language, and major emphases with coursework with an Indigenous theme. Become the academic content expert for the Admission team.
   b. Assist, as necessary, with American Indian Resource Center events, especially events that are designed for recruitment and qualification of prospective students.

MINIMUM QUALIFICATIONS: (To facilitate proper crediting, please ensure that your application / resume clearly demonstrate fulfillment of the following minimum qualifications.)
   • Bachelor’s Degree and 1 year of prior experience in customer service, education, enrollment services, sales, marketing or a related field.
   • 1 year of prior experience working with underrepresented populations, such as American Indian students.
   • The employee must demonstrate excellent oral and written communication skills.
   • Interest in and ability to travel extensively.

PREFERRED QUALIFICATIONS:
   • 2+ years Admissions experience.
   • A high level of creativity and marketing skills.
   • Demonstrates knowledge and skill in applying strategic marketing that is rooted in data.
   • Able to work in a measured performance-based environment and meet or exceed enrollment goals.
   • The applicant should demonstrate a knowledge of and interest in diverse cultures and populations.

OTHER CONSIDERATIONS:
   • All applicants must be able to lawfully accept employment in the United States at the time of an offer of employment.
   • Employment for this position is covered by the collective bargaining agreement for the Minnesota State University Association of Administrative and Service Faculty (MSUAASF) which can be found at http://www.msuaasf.org/wp-content/uploads/2018/07/ASF-Contract-2017-2019.pdf
   • Official transcript(s) must be provided to Human Resources upon hire.
   • In accordance with the Minnesota State Colleges and Universities (MnState) Vehicle Fleet Safety Program, faculty and staff driving on college/university business, who use a rental or state vehicle, shall be required to complete a vehicle Use Agreement form and conform to MnState’s vehicle use criteria and consent to a motor vehicle records check.
   • BSU and NTC are tobacco free workplaces

SALARY
   • This is a Minnesota State University Associate of Administrative and Service Faculty (MSUAASF) Range B position with minimum salary starting at $36,091. Salary is commensurate with education and experience and is determined by the collective bargaining agreement between Minnesota State Colleges and Universities (MnState) and the MSUAASF organization.
   • For more information on initial salary placement for MSUAASF http://www.minnstate.edu/system/hr/compensation/initialSalaryPlacement.html
TUITION WAIVER

- Tuition waiver is available upon hire, which allows staff to further their education by taking courses at BSU or any other Minnesota State university!
- Tuition waiver is also available to the member’s spouse or dependent children.

Apply online:  https://bemidjistate.peopleadmin.com/

A complete application will include the following attachments:

- Cover letter, which addresses the required qualifications and your specific interest in working at Bemidji State University
- Resume/Curriculum Vitae

Inquiries:
Bob Strand, Associate Director of Admissions
Office: 218-755-2175
Email: robert.strand@bemidjistate.edu

If you have general questions about this posting or submitting an application, contact Teresa Hanson at teresa.hanson@bemidjistate.edu

UNIVERSITY / COMMUNITY

WHY BEMIDJI:

Bemidji State University is nestled among the pines along the shores of Lake Bemidji, just blocks from a thriving downtown community. In this Northwoods setting, students, staff, and faculty have a variety of activities at their fingertips. Possessing all the charm and character of a college town, Bemidji remains a tight-knit community of good neighbors and engaged citizens who always come out to cheer for the Beavers. While the city of Bemidji — named after the Ojibwe Chief Shaynowishkung (nicknamed Bemidji) — is home to a diverse population of more than 15,000 people, it serves a regional population of more than 100,000.

Located between three American Indian reservations – Leech Lake, Red Lake and White Earth, students at Bemidji State University have the opportunity to experience a dynamic local culture and history. Bemidji also sits at the center of the legends of Paul Bunyan and Babe the Blue Ox. The famous statues of Paul and Babe greet students as they drive in from the south along Lake Bemidji.

Though quaint and historic, the city offers the urban conveniences upon which college students rely. Bemidji State is conveniently located minutes away from affordable restaurants, cozy coffee shops, grocery stores, city parks and more. Small, locally owned shops and art sculptures line the streets of downtown Bemidji, while national chains can be found in and around the Bemidji area, including an uptown selection of department stores and restaurants.

The thriving downtown community presents ample opportunities for engagement off-campus. Among other things, there are fine-dining restaurants, cafes, and a natural foods co-op in downtown Bemidji. The historic Paul Bunyan Playhouse has a calendar of classic shows; restaurants and lounges offer weekly live music performances; the First Friday Art Walk provides a tour of new monthly art exhibits; and annual events such as the Loop the Lake Festival, the Dragon Boat Festival, the Blue Ox Marathon, Bemidji Winterfest, and The Minnesota Finlandia bring the community together.
For those who love the outdoors, there are wooded, multi-use trail systems within minutes of campus and community parks with walking trails, playgrounds and a skate park. Lake Bemidji State Park and its miles of navigable trails is located directly across the lake from BSU, and the Buena Vista Ski Area — just 12 miles north of campus — offers downhill skiing and BSU-sponsored student transportation in the winter months. Further, the Mississippi River Headwaters is a mere 45 minutes from Bemidji.

For further information, visit our website at: http://www.bemidjistate.edu

Review a "special report on how this former lumber town has rebuilt itself as a high-speed, regional center of enterprise" at Bemidji 2.0

Bemidji State University is an Affirmative Action Equal Opportunity Employer and Educator. This document is available in alternative formats to individuals with disabilities. Consumers with hearing or speech disabilities may contact us via their preferred Telecommunications Relay Service.