Recruit Students: Promote the University to the Public (PCD2): Plan, implement and assess recruitment and yield programs and services. Plan and implement training for staff, students, faculty, alums, and volunteers involved in recruitment programs and services. Coordinate recruitment (outreach) activities with campus and external partners. May make scholarship determinations.

- Plan, coordinate, and manage all student tour programs.
- Hires, trains, and supervises student supervisors and student tour guides.
- Designs/implements student tour guide training programs.
- Oversees student tour guide program scheduling.
- Develop comprehensive tour planning and implementation timelines, determine required resources and logistics.
- Support the planning, implementation, and assessment of recruitment programs and services.
- Recruit, provide information and counsel prospective and admitted students and their families, high school and community college staff regarding university programs, student life and admission and enrollment policies and procedures.
- Represent the University at college fairs, high school and community college visits, as well as other on and off campus outreach events/activities.
- Respond to email, phone and mail inquiries for information as well as refer students to appropriate resources.
**Student Transition Services (PCD2):** Work with campus partners to develop, coordinate, implement and assess transition programs and services for new students.

- Assist campus departments/collegiate units with outreach efforts. Recruit students to meet departmental, collegiate and overall University enrollment goals and to assure a smooth transition to University life for students.
- Develop innovative tour content that provides in-depth information and encourages students to consider the University of Iowa.

**Systems Support and Development; Data Analysis, Research and Reporting (PCD2):** Prepare complex reports using data warehouse. Prepare profiles, college guides, surveys, and other reports. Provide information, data and guidance to internal and external partners regarding admission and enrollment system usage. Write documentation on business rules, policies and procedures as well as processing/evaluation policies and procedures.

- Work with Admissions colleagues to coordinate programs, data requests, and application/admission/pre-enrollment services for undergraduate students.
- Collect data and create periodic reports.
- Research and make recommendations regarding best practices.

**Budget Oversight and Management (PCD2):** Monitor financial reports and recommend program budgets to assure alignment with program goals. May approve routine expenditures.

- Manage budget priorities to provide the most cost effective tour programming.
- Measure outcomes carefully to align resources with institutional priorities.
- Seek efficiency measures that will result in cost savings or investment in new strategies or programming.

**Leadership and Supervision (PCD2):** May hire, develop and manage the performance of staff, assuring staff are knowledgeable about and compliant with UI policies and procedures. May provide functional supervision.

- Assist with hiring, selection, supervision and evaluation of tour guides and tour guide coordinators.
- Train staff, part-time student employees, and student volunteers on event content, objectives, purpose, and their roles and responsibilities in assisting with planning and execution of Admission outreach activities.

---

### Universal Competencies

#### Diversity, Equity and Inclusion

**Proficiency Level:** WORKING

Ability to work with a variety of individuals and groups in a constructive and respectful manner while appreciating the unique contribution of an inclusive workforce that brings together the talents of people across multiple identities, including: race, creed, color, religion, national origins, age, sex, pregnancy, disability, veteran or military status, sexual orientation, gender identity, or associational preferences.

- Maintains productive work relationships while considering multiple perspectives.
- Demonstrates awareness of one’s own and others’ social identities (e.g. race, gender, disability status, religion, etc.) and their relevance in the workplace.
- Resolves cross-cultural conflicts effectively.
- Articulates the unit’s commitment to diversity, equity and inclusion and the reasons for its importance.
- Engages in personal and professional development on issues related to diversity, equity and inclusion.

#### Collaboration/Positive Impact

**Proficiency Level:** WORKING

Ability to work with a variety of individuals and groups in a constructive and civil manner and utilize existing resources and learning to achieve or exceed desired outcomes of current and future organizational goals/needs.

- Shares appropriate information/feedback openly, professionally and respectfully.
- Models open, respectful, accepting, and supportive behaviors with team members.
- Maintains productive work relationships while considering multiple perspectives and using effective conflict resolution practices.
- Aligns expectations for self and team to achieve work objectives and overcome obstacles.

#### Service Excellence/Customer Focus

**Proficiency Level:** WORKING

Ability to work with a variety of individuals and groups in a constructive and customer-focused manner and utilize existing resources and learning to achieve or exceed desired outcomes of current and future organizational goals/needs.

- Shares appropriate information/feedback openly, professionally and respectfully.
- Models open, respectful, accepting, and supportive behaviors with team members.
- Maintains productive work relationships while considering multiple perspectives and using effective conflict resolution practices.
- Aligns expectations for self and team to achieve work objectives and overcome obstacles.
Ability to meet or exceed customer service needs and expectations and provide excellent service in a direct or indirect manner. Ability to effectively transmit and interpret information through appropriate communication with internal and external customers.

- Enhances service by seeking ways to add value to customer interactions/services.
- Demonstrates sincere concern and takes responsibility when a customer complains, even if the cause of the problem lies elsewhere.
- Listens to feedback without defensiveness and uses it to enhance communication effectiveness.
- Communicates in alternative ways to accommodate different listeners.

As part of performing the key areas of responsibility and competencies described above, staff members are expected to meet reasonable standards of work quality and quantity, as well as expectations for attendance established by their supervisor. Staff members are also expected to comply with policies governing employee responsibilities and conduct, including those contained in the University Operations Manual

### Position Technical Competencies and Proficiency Levels

<table>
<thead>
<tr>
<th>Competency Area</th>
<th>Proficiency Level</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Communicating for Effective Relationships</strong></td>
<td><strong>WORKING</strong></td>
</tr>
</tbody>
</table>

*Knowledge and application of the communication techniques and relationship building skills that develop the ability to work with a variety of individuals and groups in a constructive and collaborative manner.*

- Demonstrates an understanding of alternative points of view.
- Explains issues in alternative ways to accommodate different listeners.
- Demonstrates both empathy and assertiveness when communicating a need or defending a position.
- Employs appropriate methods of facilitating collaborative communication.
- Works with others to address critical issues, resolves problems, and persuade or influence toward appropriate resolutions.

<table>
<thead>
<tr>
<th>Competency Area</th>
<th>Proficiency Level</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Facilitating Student Transitions</strong></td>
<td><strong>WORKING</strong></td>
</tr>
</tbody>
</table>

*Knowledge of and the ability to provide new incoming students with a welcoming environment and to help familiarize them with school facilities, policies, services, and expectations for college success and retention.*

- Introduces university facilities, services, policies and resources to transitioning students.
- Provides students with detailed information on course enrollment and registration.
- Provides guidance and assists students in developing skills to address their concerns about school life and studies.
- Explains university policies and standards to students, e.g. completion of degree requirements.
- Helps students acclimate to life at university through various methods.

<table>
<thead>
<tr>
<th>Competency Area</th>
<th>Proficiency Level</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Student Admissions</strong></td>
<td><strong>WORKING</strong></td>
</tr>
</tbody>
</table>

*Knowledge of educational curriculum and student admissions systems; ability to determine and select potential candidates in a specific admissions qualification system.*

- Operates a student admissions system and complies with standard policies and regulations.
- Explains university application requirements and processes to potential students.
- Provides potential candidates with correct curriculum information for the university's courses.
- Selects potential students for the university based on their qualifications and sends out offers.
- Inputs students' application information into the university information database for record keeping purposes.

<table>
<thead>
<tr>
<th>Competency Area</th>
<th>Proficiency Level</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Student Recruiting</strong></td>
<td><strong>WORKING</strong></td>
</tr>
</tbody>
</table>

*Knowledge of and ability to recruit students and promote the University to the public.*

- Researches the prospective student market for a specific geographical or student profile.
- Initiates relationships with prospective students, high school guidance counselors and other appropriate constituency groups.
- Plans and organizes various campus recruiting events.
- Maintains systems for tracking and recording prospective student information.
- Assesses students' academic qualifications.
**Decision Making and Critical Thinking**  
*Proficiency Level: EXTENSIVE*

*Understanding of the issues related to the decision-making process; ability to analyze situations fully and accurately and reach productive decisions.*

- Uses effective decision-making approaches such as consultative, command, or consensus.
- Differentiates assumptions, perspectives, and historical frameworks.
- Leverages experience in analyzing relevant data and assessing implications of alternatives.
- Identifies decision options and points and predicts their potential impact.
- Evaluates past decisions for insights to improve decision-making process.
- Makes sure assumptions and data are objectively analyzed in decisions.

**Relationship Management**  
*Proficiency Level: EXTENSIVE*

*Ability to establish and build healthy working relationships and partnerships with colleagues within and external to own unit, those to whom services are provided, vendors, the public, regulatory/governmental agencies, etc., all of whom may be seen as "customers" or receivers of services provided by the University.*

- Maintains productive, long-term relationships with "customers."
- Conducts periodic reviews of work effort, progress, issues, and successes.
- Creates opportunities to educate teams on "customer" priorities.
- Participates in defining the terms of the services provided in a collaborative relationship.
- Communicates to "customers" regarding expectations of all parties.
- Empowers others to establish collaborative, healthy relationships.

### Position Qualifications (for recruiting only)

#### Education or Equivalency Required

- Bachelor’s degree in a related field, or an equivalent combination of training and experience providing a comparable level of expertise.

#### Experience Required

- Reasonable (1-3 years) experience creating and managing program(s) or service(s) in a higher education setting.
- Reasonable experience collaborating with internal university academic units and student organizations

#### Competencies Required

Demonstrates a *Working proficiency level* in:

- Ability to work with a variety of individuals and groups in a constructive and civil manner while appreciating the unique contribution of individuals from varied cultures, race, creed, color, national origin, age, sex, disability, sexual orientation, and gender identity.
- Knowledge of and ability to use common office support software including Microsoft Outlook, Excel, Word, Zoom, Skype
- Oral and written communications skills, including the ability to present information to large groups.

Demonstrates an *Extensive proficiency level* in:

- Ability to work constructively and collaboratively in a diverse environment, demonstrating strong interpersonal skills and ability to build trusting relationships.
- Ability to work effectively in a detailed, deadline-oriented team environment.
- Ability to effectively manage multiple concurrent objectives, projects, or activities.

### Special Qualifications Required:

- Some evening and weekend work required.
- A valid driver’s license and the ability to meet the Fleet Safety Program guidelines.
- The ability to move boxes and materials up to 40 lbs.

### Desirable Qualifications

- Master’s degree in higher education, or a related field
• Experience with higher education student recruitment.
• Considerable tour program experience (typically 3-5 years) in a post-secondary academic setting.
• Experience within the last 5 years in admissions work, educational agency serving college bound populations, or student service programs (student life, residence hall services, student organizations).

**Demonstrates a Working proficiency level in:**
• Ability to effectively transmit, receive, interprets ideas, information, and needs through appropriate communication methods and behaviors
• Relationship and team management including experience working within one or more creative team(s).