



Position Description: Enrollment Officer

Title:	Enrollment Officer
Location:	Hancock, MI
Department:	Admissions
Supervisor:	Director of Admissions
Category:	Staff
Status/Type:	Full-time (12 month)/Administrative/Exempt

Position Summary:

Founded in 1896 by Finnish immigrants, Finlandia is a private, liberal arts university affiliated with the Evangelical Lutheran Church in America and has an enrollment of about 500 students. With a diverse faculty and student body, the university provides a connection to contemporary Finland and celebrates its Finnish-American and community roots. The University works to provide a nurturing, caring community focused on connecting theory and practice to the service of human beings and to good stewardship of natural resources. Situated just minutes from Lake Superior, Finlandia offers access to year-round outdoor recreation opportunities.

The position will primarily matriculate the incoming freshman class from assigned regions which includes traveling to high schools and college fairs; corresponding with students, families, and guidance counselors; and reviewing applications. The Enrollment Officer will also serve as admission liaison to departments on campus.

Required Qualifications:

1. Bachelor's degree, good driving record, and valid driver's license required
2. Strong oral and written communication, interpersonal, organizational, planning, and time management, and computer skills
3. Strong work ethic, integrity, and a positive attitude
4. Must be able to stand for up to two hours and lift up to 20 pounds
5. Ability to work a flexible schedule, including evenings and weekends as required
6. Availability to travel locally, regionally, and nationally as required
7. Flexibility with an evolving work environment.

Desired Qualifications:

1. Knowledge of and an enthusiasm for a liberal arts and sciences education.
2. Experience in higher education preferred; admission or sales preferred.
3. Proven track record building relationships with educators in local, regional or national school systems
4. Event planning experience
5. Knowledge of financial aid policies and procedures

Essential Responsibilities:

1. Manage assigned geographic regions. Research demographics and create plan for recruitment cycle in the regions assigned to recruit diverse and academically prepared students.
2. Create the travel schedule and plan for the assigned regions by evaluating current and historic data to identify opportunities for maximizing the development of relations with key audiences. Arrange all phases of travel.

3. Independently and autonomously, travel approximately 6 - 8 weeks per year to high schools, college fairs, and other events. Promote the University, attract, and develop prospect pool.
4. Assist the Admissions Department with implementation of the student recruitment portion of the university's marketing strategic plan in a way that translates the university's mission and vision statements into sound student recruitment strategies
5. Assist the intercollegiate Athletic program coaching staff with recruitment, enhancing the process to continue the enrollment growth of quality student athletes
6. Completes routine reports related to recruitment, projections, conversions, personal schedule, travel, special programs, and/or expense reports
7. Accommodate a fluctuating working schedule that may include both evening and weekend responsibilities
8. Plan recruitment activities and other special events in collaboration with deans, program chairs, faculty, and staff to ensure quality representation of the university's programs
9. Develop positive relationships and work closely with student financial services, housing, advising, academics, athletics, and the registrar on enrollment and recruitment activities
10. Consistently conduct follow-up meetings, calls, emails, and texts with all applicants to ensure successful matriculation
11. Guide students through the entire college application process including application completion and gathering required documents.
12. Meet specific recruitment and enrollment goals per semester as set by the Director of Admissions
13. Participate as an active member of university committees, as requested
14. Complete additional tasks as assigned by the Director of Admissions
15. Adhere to university policies and procedures. Maintains confidentiality and security of all information and records.
16. Work collegially and professionally with students, employees, and external university constituents
17. Demonstrate support for and engagement with Finlandia's strategic vision to become more fully a whole learning community accompanying the whole student toward a whole life.
18. Perform additional responsibilities as assigned.

Application Procedure

E-mail a letter of application addressing qualifications for the position along with a resume to:

Collin Saint-Onge
Director of Admissions
Finlandia University
601 Quincy St.
Hancock, MI 49930
collin.saintonge@finlandia.edu

As a learning community Finlandia University recognizes and affirms the dignity and worth of all people and cultures. We will strive to provide an institutional climate that does not perpetuate or tolerate forms of discrimination. We are committed to recruiting, developing and retaining a qualified and diverse faculty, staff and student body.

Finlandia University does not discriminate on the basis of race, color, national origin, sex/gender, age, disability, religion, veteran status, familial status, height, weight, socio-economic status, sexual orientation, genetic information, or any other category protected by applicable law in admissions, employment, athletics, programs, and activities. The following person(s) has been designated to handle inquiries regarding the non-discrimination policies or gender equity concerns:

Karin Van Dyke
Title IX Coordinator
(906) 487-7344
karin.vandyke@finlandia.edu