



College of Health Sciences Enrollment Officer

Title: College of Health Sciences Enrollment Officer
Location: Hancock, MI
Department: Admissions
Supervisor: Director of Admissions
Status/Type: Full-time / Staff / Exempt – 12 months

Position Summary: The position will contact and visit organizations, VA/military hospitals, hospital groups, and community colleges in order to generate inquiries for recruiting prospective students and for marketing Finlandia's nursing and other health science education programs. This unique role encompasses promotion, outreach, marketing, and recruitment while representing an institution with a long history of success in healthcare education.

Finlandia is a learning community dedicated to academic excellence, spiritual growth, and service. The University is committed to offering liberal arts-based, globally connected, international, ecologically sensitive, spiritually engaged and career-focused baccalaureate and associate degree programs, as well as community education opportunities. A dynamic Lutheran institution located in the pristine beauty of Michigan's Upper Peninsula, the University fosters intellectual challenge, open dialogue, service to others, and an entrepreneurial response to a world characterized by change.

Required Qualifications:

1. Bachelor's degree or higher in a healthcare program and a minimum of 2 years of career experience working as a health care professional and/or as a recruiter or advisor for a college or university
2. Good driving record and valid driver's license
3. Strong interpersonal, communication, presentation, organizational, and computer skills
4. Strong work ethic, integrity, and a positive attitude
5. Ability to work a flexible schedule, including evenings and weekends as required
6. Availability to travel locally, regionally, and nationally approximately 4 months a year

Desired Qualifications:

1. Bilingual in Spanish/English
2. Previous experience recruiting or working with underserved students
3. Familiarity with a liberal arts education
4. Knowledge of financial aid policies and procedures
5. Current license or certification in a healthcare field

Essential Responsibilities:

1. Intensive recruitment travel in the Mid-West requiring overnight stays. Focused travel in the Upper Peninsula and Downstate Michigan
2. Develops expertise in communicating important facts and information about Finlandia University and the admissions process
3. Continually meet and plan to exceed enrollment targets
4. Accommodate a fluctuating working schedule that may include both evening and weekend responsibilities

5. Understand details of academic programs including curriculum, philosophy, structure, costs, financing opportunities. Tell a compelling story about the value proposition for each program. Stay current on program evolution and new program development
6. Utilize CRM (EMP) to document all activity, interactions, and statistical records of prospective students and applicants
7. Make regularly scheduled recruitment visits to healthcare organizations and community colleges to meet with prospective students and influencers
8. Seek the acquisition of lists of prospective students from high schools, churches, community colleges, hospital systems and others
9. Plan recruitment activities and other special events in collaboration with dean of the College of Health Sciences, program chairs, faculty, and staff to ensure quality representation of the university's health science programs
10. Build and maintain relationships with community colleges, academic advisors, and other influencers
11. Develop positive relationships and work closely with student financial services, housing, academics, athletics, and the registrar on enrollment and recruitment activities
12. Consistently conduct follow-up meetings & communication with all prospective students to ensure successful matriculation
13. Plan and develop travel itineraries and corresponding details
14. Collect and prepare proper documentation for reconciliation and reimbursement of expenses
15. Guide & process students through the entire college application process including application completion and gathering required documents
16. Complete additional tasks as assigned
17. Adhere to university policies and procedures
18. Work collegially and professionally with students, employees, and external university constituents
19. 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
20. Perform other duties as required

Application Procedure

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

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:

Alyson DeLandsheer
Human Resources Manager/Title IX Coordinator
(906) 487-7339
alyson.delandsheer@finlandia.edu