POSITION OPENING

POSITION: Recruiting and Marketing Specialist – Concrete Industry Management (CIM)
Full-Time / Benefited / Hourly / Non-Exempt
RECRUITMENT ID: 891
COMPENSATION: $26.44 - $31.00 per hour
LOCATION: This position will be located on the Chico State campus with frequent travel throughout California.

ESSENTIAL JOB FUNCTIONS: Under specific direction of the CIMT Director, the CIMT Recruiting and Marketing Specialist is responsible for student recruitment and program marketing. The RMS will work with the CIMT director, CIMT Faculty and CIMT Student Services Professional to develop and implement a recruiting and marketing strategy for the CIMT program. This position is comprised of a variety of tasks including but not limited to: analysis and strategy on recruitment markets, develop and maintain relationships with high schools and community colleges, develop and implement promotional marketing campaign for CIM program through social media and other mass distribution outlets. This position requires considerable planning, travel, follow-through and accountability. The incumbent must be driven, energetic, personable, and passionate toward growing the CIMT brand. This position requires a 40-hr. work week; however, unconventional hours may be required.

COORDINATE RECRUITMENT
- Develop and implement recruitment strategy and plan, and create tools/programming needed to increase enrollment.
- Analyze potential markets for recruitment and implement strategy to hit those markets.
- Collect and analyze recruitment data and determine demographics to prioritize.
- Work with CIMT Director to develop and understand enrollment goals.
- Effectively manage, schedule, and coordinate visits and represent the CIMT program at high schools, community colleges, college fairs, college nights, transfer day programs, industry events and other outreach and recruitment events in targeted areas.
- Create content to be used for promotion.
- Establish relationships with high school counselors, advisors and attend applicable career fairs and other campus held opportunities.
- Establish relationships with community colleges and work on creating 2+2 articulation agreements with community colleges.
- Establish relationship with industry recruitment professions from Patron companies.
- Communicate with prospective students, parents, school personnel, and the public using social media tools (Facebook, Twitter, blogs, etc.) regarding admission deadlines and outreach events.
- Collaborate with larger campus resources, learn and implement best practices in recruitment.
- Maintain effective working relationships with groups inside and outside of campus.

PROMOTIONAL MARKETING CAMPAIGN
- Develop and implement promotional marketing campaign focusing on the CIMT program and Chico State.

DISCLOSURE OF CAMPUS CRIME STATISTICS
CSU, Chico's Annual Security Report includes summaries of institutional policy relating to campus safety, drug and alcohol use, sexual assault, and other matters. The report is published in compliance with the Clery Act and includes three years of certain crime statistics that occurred in Clery Act defined geography. A paper copy of the report may be requested in person at CSU, Chico Police Department or by calling (530) 898-5555. It is also available on the web at 2020 Annual Security Report.

Chico State Enterprises is an Equal Opportunity Employer and does not discriminate against persons on the basis of race, religion, color, ancestry, age, disability, genetic information, gender, gender identity, gender expression, marital status, medical condition, National origin, sex, sexual orientation, covered veteran status, or any other protected status. It is the Enterprises' policy to hire only United States citizens and aliens lawfully authorized to work in the United States. All new employees must provide proof of identity and authorization to work. Prospective applicants with a disability may request and receive reasonable accommodation during the application and selection process.
• Create marketing campaign content.
• Utilize social media platforms and other marketing tools for outreach.
• Develop and implement strategy to increase brand recognition for prospective students.
• Conduct market research to determine a target audience and create a targeted marketing campaign.
• Review progress and success, make necessary adjustments in order to help meet enrollment goals.

EMPLOYMENT STANDARDS:
• Equivalent to graduation from a four-year college or university in one of the communications, marketing, public or business administration, or a job-related field.
• 3- years’ experience in related job field preferred but not required.
• Student recruitment best practices.
• Marketing and brand promotion techniques and how to apply them.
• How to analyze prospective markets and coordinate outreach.
• Using social media platform to build brand recognition and for public outreach.
• High School and Community College level student services processes and career planning.
• Principals and trends of the student services field.
• Organizational procedures of the CIM program and CSU, Chico.
• Fluency in standard office equipment and software packages i.e Microsoft Office.

COMPLIANCE REQUIREMENTS:
• Candidate must be in possession of valid driver’s license and automobile liability insurance. Participation in the DMV Employer Pull Notice Program (driving record) is required. The candidate will be required to update their insurance with Chico State Enterprises Human Resources when necessary.
• Satisfactory completion of a background check (including a criminal records check) is required for employment. Chico State Enterprises will make a conditional offer of employment, which may be rescinded if the background check reveals disqualifying information, and/or it is discovered that the candidate knowingly withheld or falsified information. Failure to satisfactorily complete the background check may affect the continued employment of a current Chico State Enterprises employee who was conditionally offered the position.
• CSE is collecting information from current employees and new hires in process to comply with this CSU system policy. Job candidates who receive a contingent offer of employment will be required to complete a self-certification process prior to receiving a final offer of employment. A candidate will be asked to certify whether they are fully vaccinated, are in the process of becoming fully vaccinated, will request a medical or religious exemption, or do not plan to access any campus/CSE facilities or participate in any in-person work. Questions regarding this process should be directed to the CSE HR team at csehr@csuchico.edu.

BENEFITS: Benefits for employees working 30 hours or more per week include employer paid life insurance ($50,000) and long-term disability; options for health, dental, and vision insurance; FSA; 14 paid holidays including 1 personal holiday; vacation accrual (initially 10 days/year); sick leave (up to 12 days/year); employer contributions to your 403(b) retirement plan (up to 8%).

HOW TO APPLY:
To be considered, submit the following documents by September 19, 2022. Documents submitted after this date will not be considered.
• Resume
• Cover Letter

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BY DROP BOX:  https://csuchico.app.box.com/f/642bbcf7a79436aafebbfdee6e581c9
BY EMAIL:  csejobs@csuchico.edu

Paper applications will not be accepted; however, Chico State Enterprises is an Equal Opportunity Employer and is happy to provide reasonable accommodations to applicants at any step of the application process. If you need assistance in this regard, or are having technical difficulties, please contact the Human Resources office at 530-898-6811 or csejobs@csuchico.edu prior to 5:00 pm on the document deadline date. The employer is Chico State Enterprises, a non-profit corporation serving as an auxiliary organization of California State University, Chico. Employment is considered to be at-will.

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AN AFFIRMATIVE ACTION/EQUAL OPPORTUNITY EMPLOYER

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