



POSITION DESCRIPTION

JOB TITLE: Student Recruitment and Retention Specialist Job Class:	
DATE	Chief of Staff Recruitment and Retention
BARGAINING UNIT: ASC	FLSA STATUS: <input checked="" type="checkbox"/> Exempt <input type="checkbox"/> Non exempt
Pay Schedule: Pay Range: \$	Management Approval:
POSITION SUMMARY and PURPOSE: Serves as a strategic liaison for the enrollment process at Milwaukee Public Schools (MPS). Coordinates with the Department of Student Services, the Chief Finance Office and the Office of the Superintendent to ensure initiatives are implemented smoothly and the communication is on-going.	

ESSENTIAL FUNCTIONS: Indicate the approximate percentage of time devoted to each major task or group of related tasks. Summarize position in no more than 15 tasks, each of which requires at least 5% of incumbent's time.

NOTE: An essential function must meet the following criteria:

- 1) The reason the position exists is to perform that function,
- 2) No other employee is available to perform that function,
- 3) The function is highly specialized, and
- 4) Removing the function would fundamentally alter the job.

1. Develops a comprehensive workflow and communications plan around the student recruitment process and the methods for retention. Establishes metrics to measure the efficacy of enrollment solutions.
2. Researches and gathers data to develop well-informed strategic plans for recruitment and retention of students. Identifies potential enrollment and retention problems and develops methods to rectify them.
3. Shares the potential impact on the MPS student body as buildings are recommended for transition to charter schools. Develops communications protocols for District leadership on building changes.
4. Implements outreach strategies to promote and publicize the district. Makes presentations to potential students, parents, community organizations and civic groups. Attends student recruitment fairs.
5. Understands the registration process for Milwaukee Public Schools and explains it to external parties. Identifies and develops attractive options for families to follow during the registration process. Develops standard operating procedures, district reports and presentations around the recruitment and retention of students.

6. Develops integrated communications policies and procedures using all available channels, to include the website, email and social media. Investigates new forms of digital marketing communications and develops requirements to improve and expand usage.
7. Provides consultation and outreach services for school personnel. Assists with development of marketing materials and social media advertising. Develops schedules for open houses and specific outreach activities at the school level.
8. Tracks recruitment and retention data and analyzes the success factor for future projects. Develops assessment and feedback tools. Analyzes statistical reports.
9. Prepares reports and proposals and responds to inquiries from external agencies. Presents findings to senior staff members and community partners and receives feedback to create improvements to recommended strategies.
10. Speaks to community groups to promote MPS to the general public. Outlines the benefits of public education and specific programs within the schools. Arranges for school visits and attends student recruitment fairs.
11. Promotes and represents the district at public relations events, promotional opportunities, business and community meetings and other functions. Generates business and brand-building strategies and ideas with input from district stakeholders.
12. Creates recruitment packages, distributes resource materials for student recruitment and retention, develops mentor relationships, analyzes trends and develops new programs.
13. Assists in the development of news releases and works to enhance the District's ability to recruit and retain a diverse population of students.
14. Actively supports the MPS Strategic Plan.
15. Performs other duties as assigned.

SUPERVISION RECEIVED: (Indicate the extent to which work assignments and methods are outlined, reviewed, and approved by others.)

SUPERVISION EXERCISED: (List the number and titles of personnel directly supervised. Specify the kind and extent of supervision exercised by indicating one or more of the following: (a) assign duties; (b) outline methods; (c) direct work in process; (d) review completed work; (e) sign or approve work; (f) make hiring recommendations; (g) prepare performance appraisal; (h) take or recommend disciplinary action.

General supervision provided by the Director, Business and Community Partnerships.

JOB REQUIREMENTS: To perform this job successfully, an individual must be able to perform each essential duty satisfactorily. The requirements listed below are representative of the knowledge, skill, and ability required. Reasonable accommodations may be made to enable qualified individuals with disabilities to perform the essential functions.

Education Requirements (Include certificates, licenses, and/or registrations required.)

A bachelor's degree in an educational field, marketing, sales or a related course of study. A master's degree is desired.

Experience Requirements

Three years of experience in a large educational or community-based environment completing tasks

related to recruitment and retention activities.

Knowledge, Skills, and Abilities

Effective oral and written communication and presentation skills are essential. Incumbent must demonstrate experience recruiting for a large organization. Must have a proven track record in developing and implementing strategic plans. Demonstrated ability to build partnerships with community organizations is necessary. Knowledge and understanding of current public education and the environment to understand issues and future trends. Ability to develop and implement innovative recruitment concepts to the district. Demonstrated experience in utilizing a variety of sourcing techniques for recruiting. Good knowledge of the media is required. Must be willing to interact with the greater Milwaukee community to identify potential outreach activities. Ability to manage multiple priorities in a fast paced environment. Demonstrated ability to apply computer technology in the performance of duties. Must be able to work successfully with a diverse population.

WORKING ENVIRONMENT: The work environment characteristics described here are representative of those an employee encounters while performing the essential functions of this job.

General office environment, with travel throughout the city of Milwaukee.

Reasonable accommodations requested by qualified individuals with disabilities will be made in accordance with the Americans with Disabilities Act (ADA) of 1990.

PHYSICAL DEMANDS: The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job with or without reasonable accommodation.

General office environment, must be able to handle light lifting and occasional standing, bending.

THIS DESCRIPTION DOCUMENTS THE GENERAL NATURE AND LEVEL OF RESPONSIBILITY ASSOCIATED WITH THIS POSITION. IT IS NOT INTENDED TO BE A COMPREHENSIVE LIST OF ALL ACTIVITIES, DUTIES AND RESPONSIBILITIES REQUIRED OF INCUMBENTS. IT IS NOT INTENDED TO LIMIT OR MODIFY THE RIGHT OF ANY SUPERVISOR TO ASSIGN, DIRECT, AND MONITOR THE WORK OF EMPLOYEES UNDER SUPERVISION.