

Recruitment and Outreach Specialist Lee College

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Posted Sep. 11, 2025, set to expire Sep. 23, 2025

Job Title	Recruitment and Outreach Specialist
Department	
Institution	Lee College Baytown, Texas
Date Posted	Sep. 11, 2025
Application Deadline	09/23/2025
Position Start Date	Available immediately
Job Categories	Professional Staff
Academic Field(s)	Communications/Public Relations Admissions/Student Records/Registrar
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Job Description	

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Recruitment and Outreach Specialist

Salary: \$53,248 - \$55,964

Job Type: Full-Time

Job Number: FY2300611

Location: Main Campus - Baytown, TX

Division: Provost/Academic & Student Affairs

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Position Overview

Starting Salary Range is \$53,248 - \$55,964. The initial salary offer is commensurate with education and related work experience.

The Recruitment and Outreach Specialist is responsible for developing, designing and executing outreach and recruitment strategies to attract and enroll prospective students. This role includes coordinating high school recruitment efforts, building community partnerships, managing caseloads, supporting prospective students through the admissions and enrollment process. The specialist will represent Lee College at various events, facilitate engagement initiatives, and track recruitment outcomes to meet institutional goals. This position will report to the Director of Recruitment and Outreach.

Essential Duties & Responsibilities

Recruitment & Engagement

- Provide tailored support to prospective students in ensuring awareness of the institution's academic programs, enrollment processes, and student services to support recruitment goals.
- Implement recruitment strategies targeting adult learners, career changers, and individuals seeking professional development or certification programs.
- Manage high school caseloads to implement intentional recruiting strategies while collaborating with the Share Counselors Coordinators
- Support re-engagement of students who have stopped out through the readmission process.
- Develops and implements a strategic recruitment and engagement plan focused on high school students by establishing partnerships, promoting academic and career programs, and assist seniors in completing enrollment steps through informational tables, presentations, campus tours, and collaboration with LC's Shared College Coordinators.
- Provide exceptional customer service through high-volume communication channels, including phone, E-mail, text campaigns, online chat, and face-to-face interactions, maintaining consistent and accurate engagement with prospective students and stakeholders from initial inquiry to enrollment.
- Lead and conduct campus tours.

Outreach

- Represents the college at visits to elementary, middle, and high schools, career, health,

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community, and local agency fairs, apartment complexes, and local businesses, to inform prospective students about admission, program options, and the registration process.

- Conduct outreach activities in the community, including local businesses, nonprofits, faith-based organizations, and community centers, to connect with prospective Lee College students of all ages.
- Proactively identify and engage new recruitment sources while building community partnerships within the service areas.
- Participate in outreach events, committees, and college initiatives on behalf of the college and department, as directed by the department director.

Administrative

- Collect, analyze, and maintain recruitment and outreach data in Excel, preparing detailed weekly, monthly, and semester reports on engagement efforts, enrollment targets, event attendance, inquiry volume, applications, and campus tours to support data-driven decision-making.
- Enter and manage data in PeopleSoft to generate monthly reports and track onboarding for assigned caseload(s).
- Oversee recruitment caseloads of area high schools, businesses, and community events, maintaining consistent engagement with prospective students through E-mail, calls, and texts to provide admissions and registration support.
- Implement follow-up campaigns during key enrollment periods to ensure prospective and reapplying students complete the admission process and register for classes.
- Manage and maintain detailed lists of prospective students and new/reapply applicant pool, sharing relevant information, assisting in developing a plan to attend and guiding them through the admission and enrollment process to meet institutional goals.

Operational

- Serve as the designated representatives of Lee College, providing detailed information on Lee College's enrollment processes, including admissions procedures, registration details, knowledge of Lee College programs and offerings, and the college's history.
- Remains competent and current through self-directed professional reading, developing professional contacts with colleagues, attending professional development courses and conferences, and attending training and/or courses.
- Travel to community locations to distribute marketing materials and build awareness of the college's offerings.
- Assist the Director of Admissions in creating brochures and handouts for print and web

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publications, and gather information for future use by students and the general public.

- Assist with recruiting, selecting, and training Student Ambassadors to support outreach initiatives.
- Collaborate with the Director of Recruitment and Outreach, Share College Coordinators, Dual Credit Advisors, Division Chairs, and First Year Experience staff to develop and implement strategic outreach and recruitment programs that attract prospective students, connect them with faculty and resources, and provide informed, tailored guidance on career pathways and strategies for academic success.

Additional Duties & Responsibilities

- Responsible for assisting in projects assigned by the Director of Recruitment and Outreach.
- Assist with registration events and new student orientations, as needed.
- Ability to leverage technology to attract and communicate with prospective students and families.
- Create a welcoming and engaging environment.
- Perform other duties as assigned.

Minimum Education, Experience, Knowledge, Skills & Abilities

- Bachelor's degree
- Two (2) years of related experience
- Must have excellent customer service, communication, and interpersonal skills, including the ability to communicate complex information to multiple audiences and to work collaboratively and professionally
- Knowledge of Microsoft Office products (i.e., Word, Excel, PowerPoint, and Access) and willingness to learn new applications
- Excellent organizational skills, self-starter with strong time management skills
- Able to multi-task and work under conditions of high stress and high volume during peak periods
- Demonstrated ability to work in a fast-paced, deadline-oriented environment
- Must be available to work evenings and weekends as needed

Lee College does not discriminate on the basis of race, color, religion, sex (including pregnancy, gender identity and sexual orientation), national origin, age, disability, veteran status, genetic information or any other basis protected by law.

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To apply, please visit <https://www.schooljobs.com/careers/lee/jobs/5074341/recruitment-and-outreach-specialist>

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Contact Information

Please reference Academickeys in your cover letter when applying for or inquiring about this job announcement.

Contact

N/A

Lee College

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