Graduate Student Recruiter – Underground Engineering Programs

Job Purpose:
The Graduate Student Recruiter – Underground Engineering Programs is a highly visible professional responsible for: increasing awareness of the underground engineering graduate programs at Colorado School of Mines; increasing the quality and quantity of applications to the underground engineering graduate programs; and increasing enrollment in the underground engineering graduate programs at Mines, with strategic focus on North American students. The Graduate Student Recruiter works under the Direction of the Assistant Dean of Graduate Studies within the Office of Graduate Studies (OGS).

Underground engineering involves the planning, design, construction and operation of underground space, structures and facilities, including for example: tunnels for highway, rail, water supply, wastewater and sewer; space and structures for underground train stations, theaters, parking garages, wineries; and facilities such as data storage, secure military space, etc. While the majority of underground engineering supports civil infrastructure, underground engineering also spans military, mining, and energy applications. The field of underground engineering is growing and Colorado School of Mines is a global leader in education and research in underground. A number of graduate degree programs feed underground engineering. The primary programs are Underground Construction and Tunnel Engineering (UCTE), Civil-Geotechnical Engineering, Geology and Geological Engineering, and Mining Engineering. In addition, Mechanical Engineering and Geophysics play a significant role in Underground Engineering.

OGS, under the direction of the Dean of Graduate Studies, provides academic and administrative support services to Mines graduate programs and the associated graduate student community. OGS is functionally divided into three areas; Graduate Recruiting and Admissions, Student Services, and Office Services and Management. The work unit in which this position functions is primarily Graduate Recruiting and Admissions. This operating unit is responsible for providing services needed by prospective graduate students, applicants to graduate school, and incoming graduate students at Mines.

Responsibilities:
The Graduate Recruiter must function with a high degree of independence in decision making and function to allow for timely and, often, individualized attention and service to prospective underground engineering program graduate students, graduate applicants, and incoming graduate students.
Note: All the responsibilities listed below are essential to the job.

Graduate recruitment plan development (20%)

- Developing, through coordination with the underground engineering faculty and staff, as well as marketing professionals, a graduate student recruiting campaign to achieve established recruitment goals. The recruiting campaign is aimed at undergraduate and Master’s students (primarily North American) as well as industry professionals.
- Creating and utilizing data reports to identify applicant/application trends, develop and implement recruiting strategies, and forecast enrollment.

Graduate student recruitment (70%)

- Implementing the recruiting campaign, including but not limited to: conducting recruiting events at North American universities; building connections with civil, geological, mining, and mechanical programs at other universities; coordinating/scheduling underground engineering faculty visits to target universities; hosting visitation events at Mines; using social media; etc., all to achieve the set out goals for applicants and enrollees.
- Leading on-campus/off-campus recruitment activities including graduate fairs, university visits, corporate visits
- Developing and enhancing relationships/connections to “feeder” institutions/departments, faculty, and companies globally
- Working with various campus constituencies, including OGS staff, to ensure all prospective applicants, current applicants, and enrolling students are communicated with promptly and provided high-quality and clear service.
- Overseeing and managing program budget(s) through identification and prioritization of expenditures in line with university and OGS budget practices and processes
- Serving as the first point of contact to prospective graduate students who have particular interest in the underground engineering programs at Mines, providing admission information and program-specific information.

Assessment (10%)

- Continually assessing the effectiveness of the recruiting campaign and revising/redesigning as needed to meet the recruiting goals.
Qualifications:
Minimum standards for Graduate Recruiter include:

- A bachelor’s degree in engineering, business, marketing, or communications.
  - A Master’s degree in a related field is preferred.
- Experience in recruiting professionals and/or college students is strongly preferred.
- Experience in customer service and/or in a sales environment, preferably in an academic setting.
- A passion for recruiting students, for engaging prospective students, and for promoting underground engineering programs and Colorado School of Mines.
- Knowledge and experience in building strategies to meet goals, implementing strategies, and revising strategies based on progress towards goals.
- Demonstrated experience in working collaboratively with various constituencies to achieve strategic goals.
- Experience in promotions/marketing, social media engagement, etc.
- Excellent project management and time management skills.
- Strong written, oral, and interpersonal communication skills, including public speaking.
- Evidence of working collaboratively and effectively with diverse individuals from a variety of cultural backgrounds.
- Experience in budget management, data analysis, and reporting.
- Willingness and ability to travel.

Decision Scope:

The Graduate Student Recruiter-Underground Engineering Programs plays an essential role in strengthening and growing the graduate underground engineering programs at Mines, through prospective student engagement and student enrollment, and an important role in the functions of OGS. The Graduate Recruiter will have decision-making authority on self-directed projects (examples: developing a recruitment plan; implementing the recruitment plan; and assessing the effectiveness of the recruitment plan) and on projects and tasks that have been developed in collaboration with the underground engineering faculty and staff, along with OGS (Director of Graduate Admissions, Assistant Dean of Graduate Studies, Graduate Dean, etc.). The Graduate Recruiter is given broad authority to make procedural and budgetary decisions in reference to where, when, and how to recruit prospective underground engineering graduate students, examples include: creating and leading on-campus recruiting events; developing and growing relationships with national and international universities, university programs, and Faculty; assessing the effectiveness of the recruiting plan, etc. Admissions decisions reside solely with the admissions committee, however, as the interest in the undergraduate engineering programs grows there is a possibility of the Graduate Recruiter reviewing non-thesis Master of Science applicants (on-campus and through distance learning). In this scenario, the Graduate Recruiter will have authority on admissions decisions, within a range of criteria.
Communications:
The Graduate Student Recruiter-Underground Engineering Programs will be expected to communicate with OGS staff, Mines underground engineering faculty and staff, prospective graduate students, current graduate students, faculty and administration on a regular basis, and has the authority to represent the Graduate Admissions unit externally, along with the graduate underground engineering programs at Mines. Accurate, timely, diplomatic, and consistent communication with all of these parties is absolutely vital to the position. The Graduate Recruiter will also conduct workshops for prospective graduate students, as well as academic/administrative groups as necessary.

Work Environment and Physical Demands
Typical office work, travel anticipated (locally, nationally, and internationally – primarily Canada). Minimal physical demands, some lifting of boxes (20 pound), etc. mainly indoor setting.