

Student Recruitment Officer

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Company: American International University, Kuwait

Location: Kuwait

Category: other-general

Job Title:

Student Recruitment Officer

Job Overview:

We are seeking a highly motivated and dedicated Student Recruitment Officer to join our team. The Student Recruitment Officer will be responsible for attracting, engaging, and enrolling prospective students into our educational programs. The ideal candidate will have excellent communication skills, a passion for education, and the ability to connect with diverse audiences.

Responsibilities:

Develop and implement effective strategies to attract a diverse pool of prospective students.

Organize and participate in recruitment events, college fairs, and informational sessions both on and off-campus.

Collaborate with schools, community organizations, and businesses to establish partnerships and enhance recruitment efforts.

Guide prospective students through the application process, providing detailed information on programs, admission requirements, and financial aid options.

Review applications, transcripts, and other relevant documents to assess applicants'

qualifications and make informed admissions decisions.

Provide timely and personalized communication to applicants, keeping them informed about the status of their applications.

Build and maintain positive relationships with prospective students, parents, school counselors, and other stakeholders.

Conduct campus tours, interviews, and meetings to showcase the institution and create a welcoming environment for prospective students.

Act as a liaison between prospective students and academic departments, providing accurate information about programs and faculty.

Maintain accurate records of prospective students, applications, and recruitment activities using CRM software and databases.

Generate regular reports on recruitment metrics, application trends, and conversion rates to assess the effectiveness of recruitment strategies.

Analyze data to identify areas for improvement and develop data-driven strategies to enhance recruitment efforts.

Requirements:

Bachelor's degree in Education, Marketing, Communications, or related field (preferred)

Preferred experience in student recruitment, particularly in a higher education setting.

Strong interpersonal and communication skills with the ability to connect with individuals from diverse backgrounds.

Knowledge of admissions processes, educational programs, and financial aid options.

Excellent organizational skills and attention to detail.

Ability to work independently and as part of a team, managing multiple tasks and deadlines effectively.

Proficiency in using CRM software and other relevant tools for data management and analysis.

Willingness to travel and work flexible hours, including evenings and weekends, to attend recruitment events and meet with prospective students.

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