



UNIVERSITY OF MINNESOTA ROCHESTER

Regional Admissions Representative – Minneapolis/St. Paul

As a professional member of the University of Minnesota Rochester (UMR), Office of Admissions, the Regional Admissions Representative will assist with the recruitment of undergraduate students to our premier undergraduate health sciences university. UMR Admissions Representatives are highly motivated, energetic, have an optimistic attitude, and play a key role in sharing UMR's Vision and distinctiveness. The primary objective of the Office of Admissions is to meet UMR enrollment goals and to ensure a highly qualified and diverse student body. This is accomplished by cultivating relationships with students from all backgrounds, providing tailored service to prospective students and their families throughout the recruitment and admissions process, and working with diverse communities in the Minneapolis/St. Paul area that represents the growing diversity in the UMR student population. The Regional Admissions Representative will be based out of the Rochester campus but will reside in the Minneapolis/St. Paul area. Regional Admissions Representatives will be provided with all supplies and technology to work remotely, including a University vehicle for job-related travel. The Regional Admissions Representative will attend necessary training on the Rochester campus and will be expected to be on campus at least twice a month in addition to designated campus visit days. Regular team meetings can be attended virtually.

The Admissions Representative reports to the Director of the Office of Admissions who reports to the Vice Chancellor for Academic Affairs and represents the Office of Admissions on the Vice Chancellor's Leadership team. In addition, this Admissions Representative will work with the Admissions team to implement the recruitment aspects of the UMR Marketing and Communication Plan and the UMR Enrollment Management Plan.

Duties and Responsibilities

Recruitment: 85%

Recruit students to the undergraduate health sciences programs of the University of Minnesota Rochester, including but not limited to the following activities:

- **High school visits:** The representative will travel to high schools to cultivate relationships with high school counselors and interested students. The Representative will assist in the development of a travel schedule and will be responsible for making detailed arrangements.
- **College fair participation:** The representative will take an active role in coordination and participation at college fairs.
- **Campus visits:** The representative will share in the execution of campus visit days including group presentations and campus tours as well as individual visits.



- **Personal Correspondence:** The representative is expected to recruit students through personal contact via text, phone, e-mail, social media, print publications, personalized letters and other appropriate forms of communication. Each representative will contribute to the success of the communication flow established by the Admissions and Recruitment Marketing team.
- **Accurate, Up-to-Date Record Keeping:** UMR values evidence-based decision making. The representative will utilize and maintain accurate data in software systems to allow for the construction of the weekly report to the Enrollment Management Team by the Director of the Office of Admissions. The representative will keep detailed records of student contacts.
- **Recruit under-represented students** in a collaboration with the Student Success, Engagement and Equity Team, cultivating relationships with teachers and community members to develop trust. The representative will also be working with community organizations such as College Possible and AVID (Advancement Via Individual Determination).

Office of Admissions Teamwork / Application Processing and Professional Development: 15%

- Participate actively and collaboratively in regular team meetings to coordinate activities.
- Process applications.
- Contribute to the daily operation of the Office of Admissions, as assigned by the Director.
- Provide materials and input for the communication flows.
- Engage in professional development to serve recruitment endeavors.

Days and Schedule

- The Admissions Representative must be able to travel. Overnight visits will be required (travel reimbursement is provided).
- Applicants must be willing to work beyond an 8:00 a.m. to 4:30 p.m. work schedule to fulfill the responsibilities of the position.

Required Qualifications

- Bachelor's degree and two years' experience after degree completion
- Valid driver's license
- Demonstrated intercultural competence, including experience working in diverse communities

Preferred Qualifications

- At least one year of experience in admissions, student recruitment, the transfer process, or multicultural student support.
- Experience working with an accredited, not-for-profit institution
- Experience recruiting under-represented students.
- Fluent in English and one other language eg. Spanish, Hmong, Somali.
- Ability to work in an innovative, collaborative, and sometimes ambiguous environment.

- Demonstrated commitment to UMR values: evidence-based decision making; diversity and inclusion; respect; human potential; and community.
- Intercultural communication skills and/or a global perspective (e.g. international or intercultural experiences).
- Demonstrated ability to meet deadlines, prioritize tasks, manage multiple projects, and take initiative, working independently without supervision.
- Excellent public speaking.
- Ability to relate well with high school students and parents with strong interpersonal communication competency.
- Excellent writing skills, including professionalism in composing emails.
- Ability to use and learn a variety of computer programs including Excel, PeopleSoft, and other databases; Slate or a similar admission database experience.
- Bachelor's degree from the University of Minnesota Rochester.
- Knowledge of Minneapolis/St. Paul high schools.

