



Title: Recruitment and Engagement Specialist

Job ID: 252614710103

Campus: Eagle Pass

Closing Date: January 17, 2026

Job Summary: Works diligently to help students get connected and involved on campus in order to maximize their collegiate experience. Through a variety of events, services, and resources, the incumbent provides students with opportunities to connect to the College and to other students. Works to enhance the social, intellectual, and developmental growth of students. Collaborates and communicates effectively with a broad range of college personnel and community members. Manages the daily activities of the student lounge and manages a small student staff. Responsible for conducting campus tours, information requests, community events and parades. The Recruitment and Engagement Specialist must possess strong problem-solving skills, organizational skills, and oral/written communication skills. This position will support the development, coordination and implementation of community outreach, recruitment and retention programs and activities based on the overall enrollment management objectives as prescribed by the strategic priorities of Southwest Texas College under the leadership of the Director of Student Recruitment and Engagement. Performs other duties as assigned.

Responsibilities:

1. Makes presentations and recruiting visits to provide information to prospective students about Southwest Texas College, including areas of study, college life, student support and resources, and career as well as transfer options.
2. Collaborates with the Outreach Department, to plan and participate in college fairs, visit schools and/or community organizations, conduct campus tours, and participate in other special events to recruit prospective students to the college; includes participation in parades that require out-of-town travel occurring outside of regular working hours.
3. Engages students in every stage of the admissions pipeline with the goal of transforming prospective students into applicants, applicants into students and enrolled students into graduating students.
4. Provides on-going quality communication, effective customer service, and advising support to prospective students by using documents and tracks contact data into computer systems ensuring compliance with any regulatory requirements.
5. Develops and implements student workshops, seminars, orientations, events and activities.
6. Establishes and maintains an active role in the community in order to recruit prospective students.
7. Assists in developing recruitment and advising materials.
8. Maintains and updates records and files on recruitment activities as well as expenditure files and works to complete purchase orders, purchase requisitions, vehicle requests forms, etc., in a timely fashion and according to Business Office guidelines.
9. Guides students, faculty and staff to the proper personnel regarding college programs including disability services, advising, tutoring, student activities/life, clubs and organizations.

Classification: Full-time, Exempt

Department: Student Services

Salary: Professional Group II, 12-month position.

Other Benefits: Benefits package available (Health/Life insurance, retirement plan, sick/personal leave, holidays, waived tuition for eligible employees and dependents).

QUALIFICATIONS

Education: Bachelor's degree education, student personnel development, educational/organizational leadership, or related field.

Experience & Training: Previous experience working in a higher education setting specifically in student activities/student life, organizing student events, and/or managing and developing student staff. Experience working with economically, educationally and socially underrepresented populations,

Additional Qualification Requirements: Must be able to demonstrate experience working effectively with individuals from diverse backgrounds. Must have excellent English, writing, and oral communication skills. Must possess required knowledge, skills, abilities, and experience and be able to explain and demonstrate, with or without reasonable accommodation, the essential functions of the job. The candidate must be authorized to work in the U.S., provide verifiable credentials, and successfully complete the background checks specified for the position. Must have a valid driver's license and be insurable through SWTX insurers. Travel is required to other locations served by the college.