What is the JDQ?
The Job Description Questionnaire (JDQ) is a critical document that identifies and describes the major duties, essential functions and minimum qualifications of a position. In addition, the Job Description provides general employment information such as title, organizational structure, and funding sources. The JDQ is used to establish market comparators and benchmarks, set compensation, create job announcements, post vacancies, communicate expectations, and set performance standards.

Nondiscrimination
Boise State University does not discriminate against an individual with a disability in regard to job application procedures, the hiring or discharge of employees, employee compensation, advancement, job training, and other terms, conditions, and privileges of employment.

Electronic Distribution:
The Job Description Questionnaire may be saved under a new name in your personal file structure for future reference. When the JDQ has been completed and approved by your supervisor/manager, a copy of the completed JDQ should be emailed to your JDQ Coordinator in your Vice President’s office. Be sure to include “JDQ and the PCN (Position Control Number)” in the subject line.

Certification
It is the responsibility of the employee, supervisor, and Appointing Authority (President, Provost and Vice Presidents) to ensure that the information contained within is an accurate representation of the job duties and responsibilities assigned to this position. By checking the approval area below, you are certifying that to the best of your knowledge, the information contained in this document accurately reflects the duties and responsibilities of this position.*

Check the Appropriate Box Below to Certify Approval or Disapproval:

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* (It is the responsibility of University management to assign and delegate work.)
1. JOB DESCRIPTION PURPOSE:

( X ) New Position

A. How has this position changed since the last job description was prepared:

N/A

B. Indicate why changes occurred:

N/A

2. PURPOSE OF THE JOB:

Objective
This position is responsible for marketing Extended Studies programs and recruiting students. Most notably, this person will lead efforts to drive enrollment for the eCampus Expansion Initiative. This initiative alone has a goal of adding 2-4 sustainable online programs annually, some that will scale to meet a large student demand, and that these programs will bring 3,000 – 5,000 new students to Boise State.

Purpose
The Recruitment and Marketing Manager is responsible for developing, implementing, and overseeing the marketing strategy for a growing number of online and on-ground programs and for recruiting a targeted number of qualified students into these programs. The person serves as the primary marketing and recruitment liaison to internal and external stakeholders. The role is a dynamic mix of program marketing, student recruitment, and relationship management.
3. MAJOR RESPONSIBILITIES AND JOB DUTIES
Planning, Development, Implementation, Project Management (E-90%)

Market Assessment
• Complete (or engage others to produce) substantive needs assessments for proposed new programs.
• Ensure market research for each new program idea which accurately predicts the potential student population size, interest in the program from Boise State, a competitive pricing range, and long-term program viability.
• Conduct (or engage others to produce) environmental scans to assess the viability of existing, new, and or proposed programs based on industry trends and competitive activity. Analyze statewide and national higher education data.
• Communicate, collaborate, and coordinate with the Extended Studies dean and directors to analyze program opportunities.

Marketing Strategy and Implementation
• Collaboratively develop an overall marketing strategy for Extended Studies, most notably the growing portfolio of new online programs.
• Develop and implement an effective marketing plan for each new program reflective of the program’s potential student population.
• Utilize search engine marketing (SEM) campaigns and search engine optimization (SEO) best practices to help drive appropriate audiences to program websites.
• Enhance program websites to maximize user experience and interaction with Boise State University.
• Leverage analytics to determine effectiveness of digital marketing and make continual improvements.
• Develop strategy for use of social media in marketing these programs, provide daily maintenance, build on existing social media avenues.
• Identify and work with the Office of Communications and Marketing to maximize the reach of public relation efforts.

Creative and Content Development
• Ensure all marketing messages represent Boise State University, Extended Studies, and each academic department accurately through collaboration with stakeholders.
• Develop marketing assets, both digital and print, with strong branding, messaging, and creative distinction.
• Write content for a variety of marketing avenues, including social media, websites and landing pages, print media, news releases, and more.
• Coordinate photo, audio, and video creation for marketing purposes.

Recruitment and Enrollment
• Develop and implement recruitment plans for each program that result in qualified students applying and enrolling.
• Leverage Boise State’s Hobsons’ Apply Yourself and Connect as the customer relationship management software to support and track student from the prospect stage through enrollment.
• Work closely with a call center service provider –and/or- develop and manage staff in a small in-house call center devoted to student recruitment and support. Develop processes to ensure consistency in message and accuracy of information provided.

Student Retention to Graduation
• Develop and implement communication plans with enrolled students that foster student success, retention, and graduation.
• Leverage PeopleSoft and Blackboard information to inform communication efforts.
• Work closely with a call center service provider, degree program staff, –and/or- develop and manage staff in a small in-house call center devoted to student recruitment and support. Develop processes to ensure consistency in message and accuracy of information provided.

Vendor Oversight/Coordination
• Help determine which marketing/recruitment/enrollment/retention activities might be outsourced and participate in the selection of vendors.
• Manage vendor contracts and relationships to ensure outcomes.

Project Management
• Collaborate closely with a variety of stakeholders, both internal and external, for each program.
• Manage multiple, simultaneous projects to reach targets, staying on schedule and on budget.
• Develop and maintain a method for the evaluation of the return on investment for all marketing activity.
• Deliver project status reports at requested intervals.

Division of Extended Studies (E-5%)
• Successfully develop and maintain positive, collaborative, respect-based relationships with co-workers, customers, and stakeholders within and outside of Boise State.

• Complete and balance multiple work projects, respond with adaptability to rapidly changing priorities, and work well under pressure. Provide effective customer-service and to actively listen and appropriately respond to colleague, stakeholder and supervisor needs/requests.

• Work effectively both independently and cooperatively as a member of a team. Willingness to take direction, remain open and amenable to instruction, and quickly acquire/learn/share new knowledge/skills as needed.

• Exhibit professionalism and integrity through excellent verbal and written communication skills, as well as demeanor.

• Willingness to effectively and proactively communicate and collaborate with colleagues, supervisors and stakeholders. Listen actively and respond appropriately to colleagues, stakeholders and supervisor needs/requests.

• A strong desire to thrive, engage, and work effectively in a dynamic, highly collaborative, results-driven, and interactive environment.

• Flexibility in adapting to a fast-changing environment to meet the needs of the department and the priorities of the university. Work with supervisor to periodically review, update and modify job description as needed.

• Support the programs and activities of Extended Studies staff. Represent Boise State and Extended Studies professionally on appropriate committees, task forces, and work groups.

• Perform other duties as required.

Professional Development (E-5%)

• Work with supervisor to develop a professional development plan with annual goals to accomplish the plan. Actively pursue excellence, effectiveness, and efficiency.

• Higher education is an evolving field. As such it is important that all professional staff members dedicate time each week to become and remain current in the areas most relevant to their position through activities including reading the recent literature, educational activities, and networking.

• Identify emerging trends that add value to the work of the Extended Studies, incorporate them or recommend improvements, and strive to ensure that Boise State’s practices are current.

4. BUDGETARY RESPONSIBILITY:

   This position will utilize the marketing budget that is established in collaboration with the Extended Studies dean, leadership team members, and budget managers. The initial budget will be approximately $100,000 and that budget will grow exponentially as the eCampus Expansion Initiative progresses and new programs bring in new revenue.

5. SUPERVISION:

   Is this position responsible for the supervision of other positions? Yes

   A. If Yes, Describe Responsibilities:

   Develop positions and hire one staff member within the first year and likely another position within the first 3 years. Write job descriptions, manage the selection (recruit, interview, and hire), training, and professional development of staff. Monitor and direct day-to-day activities of the staff, ensure policies and procedures are followed, goals and objectives are met, and services and projects are accomplished efficiently and effectively. Plan, review, and evaluate the work of staff, recommend promotions and other changes in status. Work with staff to correct deficiencies; recommending or implementing corrective action.

   B. Please List Employee(s) Supervised:

   Initially this position not directly supervise staff. However, it is envisioned one staff member will be added within the first year and likely another position will be added within the first 3 years. The manager will also oversee the work of external consultants and student workers.

6. ORGANIZATIONAL RELATIONSHIPS:

   Describe internal and external customer groups and their relationship to this position.

   Internal: Establish and foster relationships critical for the ongoing development of Extended Studies programs. Those relationships include the following:
   • The Extended Studies dean, directors and staff.
   • Academic department faculty and staff, graduate college staff, and academic advisers.
   • Technical and academic support staff in various offices including the Office of Information Technology.

   External: Establishes and fosters essential relationships critical for the ongoing development of Extended Studies programs. Those relationships include the following:
• Administrators at educational providers/ vendors supplying marketing, recruitment, enrollment, help desk, and/or student retention services.
• Others as appropriate.

7. DECISION MAKING:
This position works under limited supervision with considerable latitude for the use of initiative, independent judgment, and decision-making.

• As a collaborator with academic department chairs, faculty, and others regarding marketing, recruitment, and enrollment of new undergraduate and graduate students in Extended Studies programs, the manager decides what factors must be considered and keep all activities on-track. The consequence of errors result in a new program operating with an entrepreneurial budget model not recruiting enough students to be financially viable. Additional consequences include the loss of trust.
• Contributes to decisions related to external service providers in the areas of marketing, recruitment, enrollment, help desk, and/or student retention services. Participates in decisions regarding which vendors to hire. The online programs will enroll students from around the world. These decisions must balance the needs of our internal customers (faculty and academic departments) with the needs of our external customers (organizations and students). The consequence of errors result in inappropriate courses being selected, dissatisfied students, or failure to comply with inter-institutional memorandums of agreement.

8. OTHER ADDITIONAL INFORMATION/REQUESTS:
Please include any additional information you believe Human Resources needs to know about this position or include title change requests, etc.

SUPERVISOR’S SECTION

1. EDUCATIONAL LEVEL:
Indicate the minimum education level required to perform the responsibilities of this position at the entry level (consider and report Minimum Qualifications as though the position were vacant). A BA or equivalent is the minimal educational level for Professional Staff positions

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Bachelor's Degree or Equivalent - General Field
Bachelor’s Degree or Equivalent preferably in Specific Fields including Marketing, Communications, Business, Management, Advertising or related field, or the equivalent in applied work experience
Master’s Degree or Equivalent: preferably in Specific Fields including Marketing, Communications, Business Administration, Advertising or closely related field, or the equivalent in applied work experience

2. EXPERIENCE:
Indicate the minimum experience level required to perform the responsibilities of this position at the entry level.

Experience in similar type of work: 5 years
Experience in same type of work: 3 years

• At least five years of professional experience in student recruitment OR digital program marketing -- areas can include digital marketing, enrollment management, and student recruiting; OR, at least three years of professional experience in marketing and recruiting for online university programs.
• Experience and proficiency with information systems, Google Analytics, Excel, and working with data.
• Significant project management experience;
• Experience successfully working as a member of a team.
3. **SKILLS / KNOWLEDGE:**
   - Knowledge about developing and implementing recruitment and marketing plans.
   - Knowledge of search engine marketing (SEM) campaigns and search engine optimization (SEO) best practices.
   - Managing day-to-day operations of marketing and recruitment campaigns.
   - Ability to leverage student information systems to recruit students.
   - Knowledge of how to utilize social media to build interest in specific.
   - Strong research skills. Strong data analytics and strategy background. Able to collect and accurately interpret data from a variety of sources. Proven experience in effectively obtaining data, analyzing information and trends, and conveying relevant results or reports.
   - Ability to accurately review and complete projects with many details.
   - Ability to conceptualize and organize project planning process.
   - Ability to successfully develop and maintain positive, collaborative, respect-based relationships with co-workers, customers, and stakeholders.
   - Proven experience in completing and balancing multiple work projects, respond with adaptability to rapidly changing priorities, and work well under pressure. Proven work performance that is reliable, dedicated, productive and exhibits strong self-initiative.
   - Ability to provide effective customer-service and to actively listen and appropriately respond to colleague, stakeholder and supervisor needs/requests.
   - Ability to work effectively both independently and cooperatively as a member of a team. Willingly take direction, remain open and amenable to instruction, and quickly acquire/learn/share new knowledge/skills as needed.
   - Exhibit professionalism and integrity through excellent verbal and written communication skills, as well as demeanor. Excellent writing skills and proven experience in writing for business purposes.
   - Willingly, effectively and proactively communicate and collaborate with colleagues, supervisors and stakeholders. Listen actively and respond appropriately to colleagues, stakeholders and supervisor needs/requests.
   - Exemplify a strong desire to thrive, engage, and work effectively in a dynamic, highly collaborative, results-driven, and interactive environment.

B. **SPECIFIC EQUIPMENT OR SKILLS REQUIRED:**
   - Personal computer and printer.
   - Proficient use of Microsoft Windows operating system, Microsoft Office Professional programs, and email/calendar system such as Google Apps (most recent or second most recent version preferred).
   - Proficient in the use of Web browsers and search engines.
   - Experience with Word Press helpful.

C. **LICENSURE OR CERTIFICATION REQUIREMENTS:**
   - N/A

4. **ORGANIZATIONAL CHART:**
   - Please see attached

5. **PHYSICAL DEMANDS:**
   If physical demands for the position exceed those described below, list and describe those additional physical demands

   **General Office** - Exerting up to 10 pounds of force occasionally (Occasionally: activity or condition exists up to 1/3 of the time) and/or a negligible amount of force frequently (Frequently: activity or condition exists from 1/3 to 2/3 of the time) to lift, carry, push, pull, or otherwise move objects, including the human body. General office work involves sitting most of the time, but may involve walking or standing for brief periods of time.