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# Example of College Recruiting Job Description

Our growing company is looking for a college recruiting. Thank you in advance for taking a look at the list of responsibilities and qualifications. We look forward to reviewing your resume.

## Responsibilities for college recruiting

* Work directly with candidates and hiring managers
* Write and update Standard Operating Procedures as workflows change to maintain accurate documentation of process
* Act as the first and continued point of contact for candidate queries by email or phone
* Assists in implementation of marketing and advertising campaigns
* Manages digital advertising campaigns (Google AdWords, LinkedIn Advertising, and Facebook Advertising) in accordance with GBP marketing strategy
* Manages the GBP social media accounts in accordance with GBP marketing strategy
* Assists in creation of marketing and promotional materials
* Tracks inventory of GBP’s promotional material and maintains stock
* Evaluates effectiveness of marketing strategy and prepares marketing reports by collecting, analyzing, and summarizing student data
* Utilizes CRM software (Recruit) to manage database of prospective students

## Qualifications for college recruiting

* Bachelor’s degree in Hotel Management, Business, Finance, Economics, Statistics or relevant field of work or an equivalent combination of education and work-related experience
* Serve as point of contact for prospective applicants and on-campus events and as needed via e-mail and phone and assist with their progression and transition through the recruiting process
* Generate candidates through sourcing and candidate mining when needed
* Conduct interviews and forward necessary candidates and materials to hiring managers for review
* Generate reports (recurring and ad hoc) and communicate metrics to necessary stakeholders (including executives)
* Develop and manage talent pipelines and trackers for events