



**HHG's vision is to equip all children with the skills necessary to access world opportunities via an unparalleled educational experience.**

**The mission of HHG is to establish schools with a quality curriculum based on national and international standards with highly effective leadership taking and activating the vision.**

**Position:** Student Recruitment Specialist (Part-Time)  
**Reports To:** HHG President and Principal  
**Employed By:** Hanley Harper Group, Inc.

**Primary Responsibilities:**

- Develop, manage and execute an overall strategy and plan, ensuring enrollment goals set are met at the assigned Academy
  - Research, Plan and Attend Local Events to reach prospective families
  - Represent the Academy at Community Events, Within the Community and Surrounding Area and Other Community Outreach Events to raise enrollment
  - Build and Cultivates relationships with Community Leaders, Faith-Based Community Leaders and other Stakeholders in the Community (i.e. parents, guardians, community centers, libraries, etc.) served by the Academy and Surrounding Area
  - Distribute Marketing Materials to Community Partners and Schedule Information Meetings at Sites
  - Work with the Principal in Planning School-Based Open Houses, Enrollment Information Meetings, and Other School-Based Recruitment Events
  - Train, Collaborate and Ensure Accountability for School-Based Staff for Recruitment Activities and Events
  - Communicate with Existing Families to Recruit Siblings and Extended Family Members as well as Access their Connections to Support Recruitment
  - Plan and Facilitate Events and Opportunities for New and Existing Families to get involved with the Academy
  - Routinely Reach-Out to Prospective and Newly Accepted Families to Keep Them Engaged, Excited and Informed About the Academy
  - Track and Analyze all Data Regarding Student Recruitment and Tracking Goals
  - Manage Application Process, Including Communicating with Families via Mail, Phone, and E-mail Along-side the Administrative Assistant
  - Oversee Mass Mailings to let all Parents and Students Know About Events, Community Events, Open Houses and Application Deadlines
- Ability to work Approximately 30 Hours a Week with a Flexible Schedule to Include Some Nights and Weekends

**Education, Certifications, and Work Related Experience Requirements:**

- Associates Degree minimum in sales, marketing or business
- Prefer Experience with Recruitment-Related Work within an Academy or Similar Field
- Prefer Experience with Event Coordination
- Proficient Computer Skills
- Strong Written and Verbal Communication Skills
- Successfully pas State and Federal Criminal Background Checks
- Spanish and/or Arabic-Speaking a Plus