

Arts Recruitment Coordinator

POSITION:	Arts Recruitment Coordinator
SUPERVISOR:	Executive Director for the Institute of Creative and Media Arts
DEPARTMENT:	Institute of Creative and Media Arts
LOCATION:	On-campus, located in Tiffin, OH
JOB TYPE:	Full-time
SOC CODE:	27-0000

General Job Description for the Arts Recruitment Coordinator:

The Arts Recruitment Coordinator is responsible for coordinating and implementing strategic recruitment initiatives to attract prospective students to Tiffin University's arts programs. This position serves as a primary representative of the Institute for Creative and Media Arts, developing relationships with prospective students, families, high school educators, community partners, and transfer students. The Coordinator manages recruitment communications, outreach efforts, audition and visit experiences, recruitment events, and enrollment data to support institutional enrollment goals. The position collaborates closely with Enrollment Management, faculty, staff, and arts program leaders to enhance recruitment, yield, and student engagement efforts.

Key Responsibilities for the Arts Recruitment Coordinator:

Recruitment and Outreach

- Coordinate and execute recruitment strategies designed to increase inquiries, applications, auditions, acceptances, and enrollments within arts programs.
- Serve as a primary point of contact for prospective students and families throughout the recruitment process.
- Build and maintain meaningful relationships with prospective students, counselors, music and arts educators, transfer advisors, and community partners.
- Represent the Institute for Creative and Media Arts at college fairs, recruitment events, high schools, community organizations, and other recruitment activities.
- Conduct recruitment travel and outreach activities locally, regionally, and virtually as needed.
- Source and cultivate prospective student leads through databases, social media platforms, referrals, events, and recruitment campaigns.

Event Coordination

- Coordinate arts recruitment events, including audition days, festivals, showcase events, masterclasses, open houses, and campus visits.
- Oversee logistics, communications, scheduling, registration processes, and participant follow-up for recruitment events.
- Collaborate with faculty, staff, student ambassadors, and Enrollment Management to create engaging visitor experiences.

Relationship Management and Communication

- Maintain consistent communication with prospective and admitted students through email, telephone, text messaging, social media, and other communication platforms.
- Develop and implement communication plans designed to improve recruitment outcomes and student engagement.
- Provide timely responses to inquiries while delivering exceptional customer service.
- Articulate the University's mission, values, arts opportunities, and student experience to prospective students and external stakeholders.

Recruitment Data and Reporting

- Maintain accurate and up-to-date recruitment records within university systems, including Slate, PowerCampus, and other enrollment management tools.
- Monitor recruitment pipelines and provide regular reports regarding inquiry, applicant, admission, audition, and enrollment activity.
- Analyze recruitment data and trends to identify opportunities for improving enrollment outcomes.
- Ensure compliance with institutional policies and applicable privacy regulations regarding student information.

Collaboration and Strategic Support

- Collaborate with Enrollment Management and academic departments to align recruitment efforts with enrollment goals.
- Assist in developing promotional materials, presentations, social media content, and recruitment campaigns.
- Support retention and transition initiatives for newly enrolled arts students.
- Coordinate touring ensembles, outreach activities, and community engagement opportunities that promote arts programs.
- Participate in strategic planning efforts related to arts recruitment and enrollment growth.
- Exhibit and promote the University's Guiding Principles in all interactions.

Additional Responsibilities

- Provide occasional support for student engagement, orientation activities, and program events.
- Assist with special projects and other duties as assigned by the Executive Director for the Institute for Creative and Media Arts.

Qualifications for the Arts Recruitment Coordinator:

Education:

- Bachelor's degree required, preferably in Arts Administration, Music, Theatre, Communications, Marketing, Higher Education, Business Administration, or a related field.
- Master's degree preferred.



Experience:

- Two to three years of experience in recruitment, admissions, enrollment management, marketing, student engagement, or a related field preferred.
- Experience working in higher education, arts administration, music, theatre, media arts, or a related creative field preferred.
- Experience coordinating events, programs, or outreach initiatives preferred.

Technical Skills

- Proficiency with Microsoft Office Suite, including Word, Excel, PowerPoint, and Outlook.
- Experience with CRM systems such as Slate, PowerCampus, or similar recruitment databases preferred.
- Familiarity with social media platforms and digital communication strategies.
- Ability to work with basic audio, video, and presentation technologies.

Knowledge, Skills, and Abilities

- Strong written, verbal, and interpersonal communication skills.
- Excellent organizational and project management abilities.
- Ability to manage multiple priorities while meeting deadlines.
- Strong customer service orientation and relationship-building skills.
- Ability to work independently and collaboratively within a team environment.
- Attention to detail, accuracy, and follow-through.
- Ability to analyze recruitment data and make informed recommendations.
- Willingness to work evenings and weekends and travel as necessary to support recruitment activities.

Physical Requirements

- Ability to travel and transport recruitment materials.
- Ability to stand for extended periods during events and recruitment activities.
- Ability to operate standard office equipment.

Working Conditions

- Primarily office-based with frequent interaction with students, families, faculty, and staff.
- Occasional evening, weekend, and travel commitments required to support recruitment and special events.

Why Join Tiffin University?

Tiffin University offers a collaborative, mission-driven environment where your financial expertise directly supports student success and institutional growth. We value innovation, transparency, and partnership—and provide the opportunity to make a meaningful impact.

At Tiffin University, we believe in taking care of our employees. That's why all full-time employees enjoy a comprehensive benefits package designed to support their health, financial security, and work-life balance:



- Medical, dental, and vision insurance to keep you and your family healthy.
- Health Savings Account with annual employer incentive contribution & Flex Spending Account with options to save pre-tax dollars for medical, dental, and vision expenses.
- Employer-paid basic life insurance and long-term disability, plus voluntary plans for supplemental life insurance and short-term disability.
- A 403(b)-retirement plan with employer matching contributions to help you plan for the future.
- Generous paid annual and sick leave, plus paid holidays throughout the year.
- Educational tuition benefits for you and eligible family members.
- Access to a confidential Employee Assistance Program (EAP) for personal and professional support.

Tiffin University provides equal employment opportunities to all employees and applicants for employment and prohibits discrimination and harassment of any type without regard to race, color, religion, age, sex, national origin, disability status, genetics, protected veteran status, sexual orientation, gender identity or expression, or any other characteristic protected by federal, state, or local laws. While we strive for a diverse mix of candidates, all employment decisions are made without regard to race, sex, or other protected characteristics.



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