INTERNSHIP: INTERNATIONAL ENROLLMENT (LEAD MANAGEMENT)

Department: Office of International Enrollment

Reports To: Director of International Enrollment

Position Summary: Aid in the recruitment of undergraduate international students through effective lead management. The ideal candidate will qualify leads generated through various sources, convert leads through each stage of the enrollment funnel, and be an integral part in the student’s decision to enroll at North Park University.

Essential Responsibilities:

• Quickly qualify incoming leads by making contact and verifying interest and qualifications of the lead.
• Guide prospective students through the application process and thoroughly answer all their questions about North Park University.
• Be an expert on North Park University to provide accurate information to prospective students.
• Identify inefficiencies in enrollment funnel and offer suggestions for improvement.
• Work with the Director of International Recruitment to develop processes leading to greater efficiency within the enrollment funnel.
• Track outreach to leads in TargetX and other databases.
• Identify key performance indicators (KPI) increasing conversions at all stages of the enrollment funnel.
• Become an expert on key recruitment markets and help the Director of International Recruitment adapt various recruitment strategies.
• Assist with other projects as required.

Essential Qualifications:

• Personal commitment to and ability to effectively articulate North Park University’s mission and philosophy of Christian higher education.
• Bachelor’s degree in progress at North Park University or a recently completed bachelor’s degree, preferably in marketing, business, global studies, or advertising.
• Excellent interpersonal, oral, and writing skills.
• High attention to detail and organization.
• Experience utilizing texting platforms like WhatsApp.
• Computer literacy in Microsoft Word, Outlook, and PowerPoint.
• Demonstrated interest in international education.
• Fluency in a second language is desirable.

Effective Date: October 2021

NOTE: Nothing in this job description restricts the supervisor’s right to assign or reassign duties and responsibilities to this job at any time.