



POSITION SPECIFICATIONS

Outreach Development Specialist National Louis University - Chicago, IL November 2014

About National Louis University:

For more than 125 years, **National Louis University (NLU)** has offered a progressive and professional education that builds careers and strengthens communities. Today, NLU is considered one of the nation's most innovative institutions of higher education and is actively defining a bold new future focused on professional pathways and preparing leaders who can address tomorrow's challenges in the context of increasing global urbanization.

NLU is a private, non-profit, independent institution serving a diverse multicultural population of more than 8,000 students enrolled in two Colleges (CPSA and the National College of Education) with programs from the baccalaureate to the doctoral level, on five campuses in the Chicago metropolitan area as well as locations in Southern Wisconsin, Florida, and Poland. NLU has a highly diverse student body and a long tradition of serving urban, immigrant, and minority populations. Its programs are highly regarded for the quality of instruction, innovation, small classes, and flexibility that speaks to the needs of its largely adult-learner student population, most of whom study part-time while continuing their careers. To learn more: <http://www.nl.edu>

The Position:

The **Outreach Development Specialist** reports to the Director of Outreach within Enrollment Management. He/she will primarily be responsible for portfolio management within an assigned territory. This will include developing relationships, partnerships, lead generation, or lead conversion with businesses, community agencies, community colleges, and K-12 schools within an assigned territory. This position will be responsible to shepherd student prospects through the enrollment and registration process. He/she will interact with the VP of Marketing and Enrollment, deans, managers and representatives from Advising, Admissions, and Student Finance.

Essential Responsibilities:

- Develops relationships with influencers such as vice-presidents, deans, associate deans, faculty and/or transfer coordinators in appropriate venues (i.e. community college, school, etc.) in order to secure prospective student inquiries.
- Participates in events related to outreach activities, community college table visits, offsite information sessions, fairs, and networking events with the purpose of establishing lead generating contacts.

- Effectively manages a portfolio within an assigned territory to generate leads or to convert leads.
- Assists in the development of awareness, monitors and reports on leads and attainment.
- Proactively identifies new opportunities for growth within the assigned territory.
- Actively recruits students using program information sessions, classroom presentations, and counselor presentations.
- Produces activity reports on a weekly basis. Submits generated inquiries within one business day.

Qualifications:

- Bachelor's degree with a minimum 2-5 years of related experience in sales or business development.
- Sales and relationship-building skills including needs assessments and follow through.
- Ability to identify and develop new business opportunities and coordinate meetings and events.
- Superior communication, writing, presentation and organizational skills.
- Strong computer skills-with Microsoft Office to include Word, Excel and Power Point.
- Ability to prioritize his/her work, check it for quality and timeliness.

Procedure for Candidacy:

Confidential review of applications will begin immediately. Click the following to apply and submit your CV/resume. [Apply Now](#)

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National Louis University is an Affirmative Action/ Equal Access/ Equal Opportunity Employer dedicated to the achievement of excellence and diversity among its students, faculty and staff. NLU is committed to fostering a diverse and inclusive community and strongly encourages all qualified individuals to apply.



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