

Job Title: Admissions Counselor
Reports To: Director of Admissions and Marketing
Position Type: Full-Time, 12-Month
FLSA Status: Exempt
Remote Work: Unavailable

OVERVIEW: Under the supervision of the Director of Admissions and Marketing, the Admissions Counselor is responsible for engaging prospective and on-boarding new students through the enrollment process. The Admissions Counselor will also assume special projects as assigned by the Admissions Manager to facilitate an effective enrollment process. The Admissions Department is typically the first point of contact a prospective student has with the university. The nature of the rapport that is built with the student is often the deciding factor in the student's decision to attend a program. As the student's first contact, the Admissions Department plays a critical role in ensuring the new student's successful transition and integration into their respective programs.

ESSENTIAL DUTIES AND RESPONSIBILITIES:

- Assist with on and off campus recruitment activities.
- Attend all Open House and special events and actively engage prospective students and their families in meaningful conversation relative to the university.
- Implement prospect management within territory by becoming familiar with the territory and demographics of the cities/towns in the area to best reach the student population for Webber University.
- Manage the full "admissions funnel" for assigned territory to include inquiries, applicants, accepted and deposited students for a given enrollment period.
- Identify, guide and direct those students most likely or most desirable to apply and enroll through the admissions process.
- Responsible for meeting established enrollment goals each year through the implementation of a strategic marketing plan that includes written, electronic, and telephone personalized and customized communication.
- Develop knowledge of territory by becoming familiar with the territory and any distinctive aspects of the area compared with others in the institution's market.
- Monitor the high schools in the territory and analyze the yearly comparison information available to understand which schools may need more attention than others. Develop strategies to stay in touch with feeder high schools even when not in the territory.
- Monitor the receipt of applications from the territory and maintain contact throughout the recruitment process for each applicant as needed.
- Work with prospective students to garner completed application files prior to enrollment and efforts to increase retention.
- Conduct specialized travel and recruiting activities related to specific niche programs, i.e., equestrian, specific academic initiatives like forensics or graphic art and design, etc.
- Assist with the facilitation of family visits, student testing and interview.
- Assist with providing students, parents, and guardians with information regarding the admissions requirements and processes, financial aid applications, enrollment issues or other procedures.
- Attend meetings and training workshops and serve on committees.
- Other duties as assigned or as become evident.

COMPETENCIES:

- Ability to understand admissions and financial aid requirements and procedures.
- Ability to read and comprehend simple instructions, short correspondence, and memos.
- Ability to develop and submit activity reports to include documentation of recruitment/outreach activities and student opportunities.
- Ability to utilize phone, email, and mail to communicate with prospective students in a timely manner, providing superior student service.
- Ability to effectively present information and respond to questions from students, parents, staff, and faculty.
- Ability to understand and carry out instructions furnished in written, oral or schedule form.
- Ability to utilize good interpersonal communication techniques to include networking, verbal, and written communication techniques.
- Ability to always remain professional during stressful situations.
- Ability to follow confidential procedures.
- Ability to work on projects and/or tasks simultaneously and stay organized.
- Ability to work independently while prompting the university in a positive manner.
- Ability to work a flexible work schedule to include evenings and weekend work.

COMPUTER SKILLS:

- Proficient ability to use Microsoft Office software to include Excel, Access, Word, and Outlook.
- Proficient ability to use Admissions databases and software, including but not limited to Verity.
- Ability to use electronic mail software to include Microsoft Outlook.
- Ability to use multiple internet browsers.

PHYSICAL DEMANDS:

- The employee must be able to occasionally lift and/or move up to 20 pounds.
- While performing the duties of this job, the employee is regularly required to spend a considerable amount of time standing, sitting and/or walking.
- While performing the duties of this job, the employee is regularly required to spend a considerable amount of time using their hands to write, handle, control, or feel objects.

WORK ENVIRONMENT:

- This position works in an environment with moderate noise level.

TRAVEL REQUIREMENTS:

- Extensive overnight travel for recruitment purposes.

EDUCATION, EXPERIENCE, and TRAINING:

- Bachelor's Degree in relevant field and 3-5 years of related experience or training.

***Note:** Nothing in this job specification restricts management's right to assign or reassign duties and responsibilities to this job at any time. Critical features of this job are described under various headings above. They may be subject to change at any time due to reasonable accommodation or other reasons, with or without notice. The above statements are strictly intended to describe the general nature and level of the work being performed. They are not intended to be construed as a complete list of all responsibilities, duties, and skills required of employees in this position.*

I have read and understand the duties of my position, and have reviewed the above Job Description with my Manager:

Employee Name: _____ Date: _____

Employee Signature: _____

Manager Name: _____ Date: _____

Manager Signature: _____