



Job Description Admissions Counselor

JD: 2009
Pay Grade: G09

Employment Status: Full-Time

FLSA Status: Exempt

Experience Required: Minimum two (2) years' related work experience in sales or customer service.

Minimum Education Requirements: Bachelor's Degree.

Direct Supervisor: Director of Admissions & Recruitment.

Supervisory Responsibility: Direct (0); Indirect (0)

Primary Work Location: Office Setting and recruiting sites.

Certification: Valid driver's license with clear driving record.

Job Summary: This position is responsible for supporting the Admissions Department in the achievement of strategic department and institutional enrollment goals through recruitment of prospective students.

Essential Job Functions

An employee in this position may be called upon to do any or all of the following essential duties:

- Function as an integral member of the admissions team and work collaboratively with colleagues and other departments to achieve enrollment goals.
- Work closely with the Director of Admissions & Recruitment in implementing a comprehensive student recruitment plan for the College.
- Seek opportunities for increasing overall enrollment and promotion of the College's programs and services in order to meet enrollment targets.
- Develop a network of school counselors, agency contacts, and other community student advocates for prospective student recruitment.
- Serve as a contact person for schools and special interest groups interested in on- and off-campus recruitment visits.
- Manage the recruitment travel schedule and processes (scheduling visits, coordinating reps, submitting vehicle and per diem requests, making reservations, etc.)
- Represent the College at off-campus student recruitment events such as high school visits, college fairs, and other community events.
- Coordinate planning of on- and off-campus recruitment programs such as individual student meetings, campus tours, open houses, and other events.
- Help develop content for recruitment presentations, publications, and flyers.
- Serve as a Designated School Official (DSO) for admitting international F1 Visa students. Maintain student records with the US Dept. of Homeland Security SEVIS system. Stay informed and knowledgeable of immigration laws and updates.
- Communicate with prospective students to ensure a high level of new student enrollments each semester, e.g., phone calls, emails, text, messages, mailers, etc.
- Provide prospective students with one-on-one support and guidance through the admissions and new student processes.
- Review and process applications for admission. Maintain comprehensive candidate records, inputting data in accordance with College guidelines.
- Evaluate transcripts to determine placement testing and/or placement into college-level coursework.



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- Maintain up-to-date knowledge of the high school dual enrollment program and processes.
- Serve as an advisor to non-degree seeking students to help navigate the registration process.
- Assist with campus events and other projects as needed (e.g., commencement, award ceremonies, etc.).
- Occasional evening or weekend work may be required to support seasonal enrollment initiatives.
- Serve on institutional committees and affinity groups as requested.
- Effectively perform as a member of the team in carrying out the College's Mission Statement.
- Perform other tasks and duties assigned.

Essential Functions, Qualifications, Knowledge, Skills, and Abilities (KSA's) for Employment

An employee in this class must have the following knowledge, skills, and abilities upon application:

Knowledge

- Principles of public speaking.
- Computer operations and management of institutional databases.
- Proficiency in Microsoft Office applications, general databases, and ability to learn other software routinely used at the college.
- Standard administrative and clerical procedures and systems.

Skills

- Strong written and oral communication and interpersonal skills.
- Strong public speaking skills.
- Strong public relations and customer service.
- Strong organizational skills with attention to detail.
- Establishing rapport with a wide range of potential students.
- Operating a variety of office equipment, including computer, printer, scanner, fax, and copier.

Abilities

- Demonstrated ability to work independently, take initiative, problem-solve, and use own discretion in completing tasks.
- Interact in an effective and appropriate manner with diverse populations.
- Present a pleasant and professional image.
- Maintain confidentiality at all times.
- Be creative in marketing and outreach to potential students.
- Manage multiple tasks while meeting deadlines.
- Interact with external partners in both academic and workforce training fields.
- Work independently, take initiative, problem-solve, and use own discretion in completing tasks.
- Represent the college in a positive way to diverse populations.



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- Travel to off-campus locations, including loading and transporting admissions materials, displays, and other equipment.

****This position description is a general guideline for work behavior and is not intended to be a comprehensive listing of all job duties. Therefore, it is also not, nor can it be implied to be, a contract of employment.**

Signatures / Date

Reasonable accommodations may be made to enable qualified individuals with disabilities to perform the essential functions of this job.

Check the appropriate box, fill in the needed accommodations, if required, then sign and date.

- ☐ I have read and understand this job description and acknowledge that I am able to complete the essential functions of my job without accommodations.
- ☐ I have read and understand this job description and I would require the following reasonable accommodations to fulfill the essential functions of this job:

Employee Signature

Date

Supervisor Signature

Date

Human Resources

Date