

## MASTER SPECIFICATION

### JOB INFORMATION

Date:	1/17/2018 5:13:37 PM
Official Title:	Admissions Counselor Master
System Affiliation:	
Employee Category:	
Pay Grade:	Pay Grade 4
Scheduled Hours	
Job Code:	323118
Job Family:	Admissions/Records

### JOB SUMMARY

The Admissions Counselor performs work activities to recruit prospective students, including leading institution information sessions and providing guidance throughout the admissions process.

### NATURE OF WORK

The Admissions Counselor is an entry-level professional position responsible for traveling to various high schools or college fairs to provide information to potential students to try and motivate them to apply to the institution. Additional responsibilities may include assisting in recruitment efforts by giving input to admissions public relations campaigns. Job responsibilities require the ability to exercise critical human relations skills in establishing and maintaining effective working relationships with college faculty, staff, administration, students, and members of the community and the public. Work is performed under general direction, working from established policies and objectives. Problems are faced in this position are varied and complex, which may require novel and creative approaches to resolution. New concepts and approaches may have to be developed. The Admissions Counselor exercises judgment in prioritizing, planning, and organizing own work within time, process, and results requirements; has some flexibility to modify workflow based on need and circumstances. Decisions contribute the overall strategy and direction of the division/entire institution and errors could easily result in major costs, problems, and disruptions within the affected area.

### Distinguishing Characteristics

#### Examples of Duties

##### *Essential Functions*

Manages an assigned recruitment territory, which includes: developing/maintaining relationships with and providing service to high school personnel; attending college fairs and visit high schools; completing requisite paperwork prior to and after the completion of a recruitment trip; and making necessary travel arrangements.

Follows up with students and their parents by sending packets of information and by making phone calls.

Assists with the development, implementation, and evaluation of the recruitment plan for assigned area of responsibility in outreach recruitment or alumni/ parent recruitment volunteers for the admissions area to support the enrollment goals of the institution.

Assume responsibility for the management and oversight of a territory budget.

Participates in office recruitment activities and special events.

Conducts group presentations and may give campus tours to prospective applicants and their parents.

Counsels students and parents regarding the admissions process.

Assists prospective students in gathering the necessary information they need to make an informed decision about the institution and navigating the various processes and offices to enroll at the institution.

Provides follow-up correspondence and individual counseling to prospective students via in-person meetings, e-mail, telephone, and U.S. mail.

Reviews applicant files.

Performs other job related duties as assigned.

Performs other functions as required or assigned. Also complies with all Policies and Standards.

## QUALIFICATIONS

To perform this job successfully, an individual must be able to perform each essential duty satisfactorily. The requirements listed below are representative of the knowledge, skill, and/or ability required. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

### Education

<i>Education Level</i>	<i>Field of Study</i>	<i>Req</i>	<i>Pref</i>	<i>And/Or</i>
Bachelor's degree	Related field	X		

### Additional Experience

[Check here if experience may substitute for some of the above education and describe how.](#)

X

### Work Experience

<i>Experience</i>	<i>Experience Details</i>	<i>Req</i>	<i>Pref</i>	
Minimum 6 months	Public relations or public contact work experience	X		