



Classification Description

Job Title: Admissions Counselor I, Recruitment

Pay Grade: 107

Job Code: 4192

FLSA Status: Exempt

Job Purpose

This position is responsible, professional work which promotes the College externally through community contacts, programs, and functions designed to facilitate recruitment and enrollment of students. By establishing rapport and building relationships, the Admissions Counselor I, Recruitment guides prospects, applicants, and admits through the application and entire enrollment process and provides accurate information regarding admissions requirements, enrollment processes, financial aid and scholarships, and program information. The position represents the College to in-district, in-state out-of-district, and out-of-state potential enrollees. The Admissions Counselor I, Recruitment supports the overall enrollment goals and strategies of the College. This position sets the tone for a student-centered, high performance culture that emphasizes excellence in service, quality, productivity, and standards.

General Responsibilities

Essential Functions

Creates awareness of the College and offerings in the general public. Actively works to increase the College's presence in the community primarily through off-campus recruitment events and activities. Strategically monitors success rates of events and activities attended for yield rates, and makes recommendations to the department leadership for future involvement in the same or similar events.

Guides prospects, applicants, and admits through the application and entire enrollment process by providing accurate information regarding admissions requirements, enrollment steps, financial aid and scholarships, and program information consistent with College policy and applicable state guidelines.

Works to realize the College's new student enrollment expectations of a talented and diverse student population of both local and out of area enrollees.

Seeks opportunities to present information to community groups throughout the College service district and in target geographic regions. Creates and delivers relevant presentations to those audiences.

Utilizes Recruit CRM to track data related to recruitment events at the student and event level. Ensures appropriate collection of participant data to develop event-related funnels.

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Stays current on enrollment headcount and FTE data in order to evaluate and change current activities, if needed, to address enrollment priorities.

Distributes a variety of College publications to include brochures, recruiting literature and other promotional materials in an effort to create awareness and in support of enrollment management.

Makes recommendations to department leadership on effectiveness of materials/publications in support of enrollment goals.

Works to assist individual students with enrollment at the College from the time of first contact through enrollment. Focuses on becoming familiar with the needs and interests of prospective students during the admissions process. Stays involved and informed on progress of new student enrollment goals and suggests methods to meet and exceed these goals.

Strategically manages a recruitment territory that may include in-district, in-state out-of- district, as well as out-of-state target enrollment areas. Attends college fairs, high school visits, and decision days and conducts in-person visits to recruit students from target schools and geographic regions. Stays involved and informed on progress of new student enrollment goals for the College and assigned territory and suggests methods to meet and exceed these goals.

Contacts target groups directly through visits with school counselors, career day activities, job fairs and community service agencies. Represents the College with upmost integrity and communicates accurately and effectively.

Relays accurate information to potential and current students regarding admission requirements, specific degree requirements and articulation agreements. Stays current on these requirements and agreements.

As a possible first point of contact from the College, develops community contacts to facilitate recruitment and enrollment of traditional and non-traditional students.

Acts as a referral agent for prospective and current students who may need the services of another department.

Prepares regular reports of recruitment activities and monitors the effectiveness of same. Makes recommendations to appropriate College leadership regarding programs and activities promoting student enrollment.

Develops, plans, and implements special events to increase awareness of the College and its programs; promotes these activities to students.

Works closely with LightHouse Commons, and Student Affairs staff, to meet on-campus housing goals in conjunction with overall enrollment.

Functions as a resource to prospective and current students for policies relating to admissions, residency and registration.

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Works with students in all program areas to provide access to required College services, builds and maintains relationships with appropriate staff and faculty in the academic schools to help transition of applicants to enrollees into their respective academic areas.

Assists students to ensure accurate and timely completion of admissions forms and residency documents. Cross trains in various areas of the department and participates in the daily operations, as needed, to ensure a complete understanding of departmental functions and supports the maintenance of a high level of student service at all times. Cross training will allow the Admissions Counselor I, Recruitment to support application and document processing, front desk operations, answering phones, email and chat.

Collaborates with other departments to ensure positive enrollment progression, student satisfaction and success.

Manages student inquiries and evaluates applicant files for selective admissions programs as needed and communicates with applicants regarding status toward admissions and additional document or prerequisite needs, which includes review and discussion of academic records, licenses, test scores, and other requirements, which vary by academic program.

Ensures the integrity, privacy, security, and confidentiality of academic records by maintaining strict compliance with FERPA, the Solomon Act, other state and federal regulations, and College records and archival policies.

Performs other duties as assigned.

These essential job functions are not to be construed as a complete statement of all duties performed; employees will be required to perform other job related duties as required. An employee with a disability is encouraged to contact the Human Resources Office to evaluate the job in greater detail in order to determine if she/he can perform the essential functions of this job with or without reasonable accommodation.

Knowledge, Skills and Abilities

Minimum Qualifications

Bachelor's degree from a regionally accredited institution of higher education.

Two (2) years of full-time professional work experience in admissions, customer service, or high-value relationship-based/consultative sales. Appropriate combination of education and experience may be substituted.

Ability to travel to businesses, schools and other community contact locations independently. Overnight travel and weekend work are required.

Ability to confidently present to diverse groups as a representative of the College. Ability to confidently promote College programs and the benefits of higher education.

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Demonstrated experience using a personal computer, office software such as MS Office and electronic mail.

Must be able to work hours outside of a normal business schedule including evenings, weekends, and overnight.

Demonstrated ability to:

- Think critically and creatively, have a high standard of integrity, and be motivated to incorporate best practices into the organizational culture.
- Exhibit a thorough knowledge of policies, procedures, and outside regulations pertaining to the position.
- Possess a working knowledge of operational and fiscal analysis techniques.
- Make presentations in front of various group sizes.
- Take initiative and independently plan, organize, coordinate and perform work in various situations where numerous and diverse demands are involved.
- Anticipate, investigate, and analyze problems and address them proactively.
- Communicate effectively, both orally and in writing.
- Establish and maintain effective working relationships with faculty, staff, students and the public.
- Work in a fast-paced, demanding environment.
- Work independently and follow through on assignments.
- Exhibit solid organizational skills and be detail oriented.
- Work with a variety of constituencies and be willing to contribute to a team effort.
- Exercise discretion and good judgment at all times and in all contexts and maintain confidentiality.
- Work effectively with all constituencies of the College.
- Collect, organize, analyze and present information in a meaningful manner.
- Collaborate and be effective working with diverse populations.

Critical Skills/Expertise

All employees are expected to:

- Promote a common purpose consistent with stated College goals and demonstrate a commitment to students and the learning environment.
- Possess the knowledge of general written standards and procedures utilized, and have the ability to read, interpret, and follow procedural and policy manual related to the job tasks.
- Demonstrate the ability to respond to supervision, guidance and direction in a positive, receptive manner and in accordance with stated policies.
- Provide quality customer service by creating a welcoming and supportive environment.
- Present a professional image in word, action and attire.
- Demonstrate professionalism in dealing with a diverse population while understanding and respecting each other's view of the world, personalities and working styles.
- Conduct oneself in a manner consistent with the College's standards of ethical conduct.
- Apply effective techniques to create working relationships with others to achieve common goals; successfully communicates and collaborates with others to achieve goals.

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- Demonstrate skills necessary to look at situations and processes critically to make recommendations for improvement.

Work Conditions/Physical Demands/Special Conditions

Physical: Routinely requires the ability to see, hear, and speak. Routinely requires sitting, bending, stooping, walking. On occasion, incumbents may be required to lift 20 or more pounds.

Environmental: Normal general office.

Mental: Routinely requires the ability to interpret, analyze and perform critical thinking skills.

Approved: September 18, 2023.