



Classification Description

Job Title: Admissions Counselor II

Pay Grade: 109

Job Code: 3885

FLSA Status: Exempt

Job Purpose

This position is responsible for promoting the College internally and externally through community contacts, programs, and functions designed to facilitate recruitment and enrollment of students. The Admissions Counselor II is accountable for a local recruitment territory, while also serving as the primary admissions contact for developing campus visit programs, tour schedules, and events that will be executed both college-wide and at specific campus locations. Position also supports the scholarship application and awarding process for new students.

General Responsibilities

Essential Functions

Oversees all aspects of the campus visit program, including but not limited to master tour scheduling, normally scheduled campus tours, group tours, special internal tour requests, campus tour communications, and feedback and survey analysis.

Supervises student ambassadors on assigned campus to include identification, hiring and scheduling of tour guides, who may also provide phone and front desk support for the admissions office. Develops and updates appropriate training guides to support in the development of students, while evaluating tour feedback and providing appropriate guidance to ensure students are appropriately representing the College to prospective students and their guests.

Prepares statistical reports, as well as other written reports; corresponds, as appropriate, with students following their tour; prepares other related reports, correspondence, surveys, etc.

Develops and facilitates training activities for the team regarding best practices and assist less tenured members of the team with day-to-day questions

Creates awareness of the College and offerings in the general public. Actively works to increase the College's presence in the community through 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.

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.

ADMISSIONS COUNSELOR II

Seeks opportunities to attract schools, college readiness programs, community groups, and others to campus for recruitment events designed to support the enrollment goals of the College. Creates and delivers relevant presentations and programs to those audiences.

Informs and counsels students, school counselors, and others on the admissions scholarship offerings and related process to include high school visits, information sessions, private meetings, phone calls, emails, and recruitment events. Serves as an admissions scholarship committee member and supports in with scholarship awarding, notification, and orientation activities.

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 local recruitment territory. 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.

Coordinates with other Admissions Counselors assigned to the campus to ensure appropriate walk-in coverage, while serving as an in-house Admissions Counselor when team members are traveling for college recruitment.

Works closely with Student and Academic Affairs staff to include those in LightHouse Commons, to gain access to spaces, staff, and faculty to ensure a positive on campus experience.

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 safely 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.

Three (3) years of full time professional work experience in college admissions.

ADMISSIONS COUNSELOR II

Ability to travel to businesses, schools and other community contact locations independently.

Overnight travel is 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.

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.

ADMISSIONS COUNSELOR II

- 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.
- 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: April 10, 2020. Revised: July 1, 2023.