



## Classification Description

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**Job Title:** Enrollment Counselor

**Pay Grade:** 107

**Job Code:** 3956

**FLSA Status:** Non-Exempt

### **Job Purpose**

This position is responsible for professional work to assist individual students with enrollment at Florida SouthWestern State College from the time of first contact through registration and payment. By establishing rapport and building relationships, the Enrollment Counselor guides prospects, applicants, and admits through the application and entire enrollment process and provides accurate information regarding admissions requirements, enrollments processes, financial aid and scholarships, and program information. This position is also responsible for completing data entry related to admissions and/or registration. 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**

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.

Solves student enrollment barriers by working with students to resolve issues, analyzing best practices to enhance the student experience during the enrollment process, and resolving student and/or parent issues.

Proactively contacts and responds to students. Responsible for counseling, problem-solving and providing excellent student service and accurate information to prospective and current students in-person and via phone, texts, chats, and emails.

Participates in outbound communication campaigns to engage and follow-up with prospects, applicants, and admits to determine level of interest and provide guidance on applicant next steps.

Creates a positive new student experience by establishing rapport and building relationships with students and providing excellent quality service, follow-through and interactions.

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

Performs basic troubleshooting related to admissions and enrollment issues and collaborates with supervisor and other functional area personnel to ensure appropriate resolution, as necessary.

Works under the guidance of the Associate Director, Admissions Operations for all matters pertaining to Admissions application and document processing. Works under the guidance of the Registration Manager for all matters pertaining to the Office of the Registrar document processing.

Assists in the delivery of in-person and virtual public presentations to parents and prospective students. Meets with campus visitors, conducts campus tours as necessary, and participates in on- and off-campus recruitment events as needed in coordination with the Assistant Director, Admissions Recruitment Operations and Admission Counselors.

Evaluates and analyzes student feedback, enrollment trends, student satisfaction, and related student services to insure effectiveness.

Stays involved and informed on progress of new student enrollment goals and suggests methods to meet and exceed these goals.

Monitors and assists in students' progress throughout the entire enrollment process. Enrollment Counselors utilize multiple systems, including the student information system, CRM, and reporting tools, to accurately track and report all student activity and progress.

Cross-trains in various areas of the department and participates in the daily operations, as needed, to ensure a complete understanding and execution of departmental functions and supports the maintenance of a high level of student service at all times.

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.

Understands the policies and procedures related to the services performed by the Offices of the Registrar and Admissions. Reviews, processes, scans and indexes student records to include admissions applications, transcripts, residency, registration documents, student data change forms, petitions, and other student records or departmental correspondence.

May work the front desk for Admissions and other Enrollment Services departments as needed to respond to student inquiries in person, by phone, chat, and email; triage student needs, and direct students to correct departments for assistance.

Performs other duties as assigned.

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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.

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

Ability to learn database and enterprise software to input and retrieve data.

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

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

Demonstrated proficiency in the use of personal computers and software programs such as MS Word, MS Excel and MS Access or similar programs.

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, in individual and group settings, 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.

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- 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.
- 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: June 7, 2021. Revised: July 7, 2022, July 1, 2023, and July 1, 2024.