

ARCADIA UNIVERSITY

POSITION DESCRIPTION

Job Title: Admissions Counselor
Department: Enrollment Management

Unit: Enrollment Management

Date: May 2021
Reports to: Assistant Vice President for Enrollment Management
Full-time: Yes

Position Summary:

This entry-level position is focused on the recruitment and yield of undergraduate students, primarily first-year students. Direct recruitment involves the execution of a travel plan for in-person and virtual high school visits, college nights, college fairs and prospect management. Admissions Counselors attend all on-campus recruiting events, including weekend undergraduate open houses and weekday evening graduate open houses. In addition, review of admissions applications for an undergraduate population will be required. The counselor must be knowledgeable about all undergraduate and graduate programs the University offers. The individual will, in general, contribute to the execution of Enrollment Management recruitment and retention efforts. This individual will be knowledgeable about the financial aid process and various financing options.

Duties and Responsibilities:

Essential Functions:

Admissions/Recruitment Responsibilities: The Admissions Counselor will serve as the individual counselor within an assigned territory, and will be expected to build and sustain positive working relationships with applicants and families, schools, career/guidance counselors or other relevant stakeholders. Additionally, this individual will review and recommend admission decisions and scholarship offers for the assigned territory, conduct extensive communications, including but not limited to, telephone outreach, email and direct mail to prospective students, current students and parents. The counselor will be included in the Admissions Counselor on Duty rotation, which includes being available to answer questions in person, over the phone or by email. Several key performance indicators will be used to evaluate the Admissions Counselor including percent of completed applications and conversion of admits to enrolled, among others.

Project Management: The Admissions Counselor will be assigned to assist with 1-2 specific projects and must be able to organize tasks to reach the desired outcomes at the appropriate time. The Admissions Counselor does not lead or manage projects, but works in collaboration with a project lead to receive tasks. The AC communicates updates on the status of assignments as required, is well organized and understands his/her work in the context of the larger project. Admissions Counselors make certain he/she understands assignments, expectations, and relevant deadlines.

Travel & Event Participation: The Admissions Counselor will be required to participate in weekend, evening and weekday on-campus recruiting events for undergraduate and graduate students including open houses, information sessions, receptions and Transfer Days. These events often require the counselor to present small and large group information sessions. Within the assigned admissions territory, the Admissions Counselor executes a territory recruitment plan which may include travel to high schools, community colleges, community events and college fairs.

Financial Aid Responsibilities: The Admissions Counselor will counsel students and parents through the financial aid process. In addition, the counselor will assist with covering Financial Aid Counselor on Duty, which includes answering questions in-person or over the phone.

Marginal Functions:

Perform other duties as assigned by the Assistant Vice President for Enrollment Management and the VP for Enrollment Management and Student Affairs, or other senior management, as appropriate. Assist the Office of Enrollment Management with taking on additional work on a temporary basis during times of high volume or need.

Required Knowledge, Skills and Abilities:

Communication: Able to give clear and timely information to the appropriate stakeholders in compliance with state and federal laws that safeguard personal information. Able to professionally communicate via written correspondence, telephone or video, online media, and face to face, and tailoring the message appropriately to the medium used and the

audience (example: coworker, parent, student, other University employees). Also able to give clear and complete presentations and engage large groups including varied audiences.

Customer Service: Able to work professionally with prospective students, current students, parents, high school representatives and university employees. Provides clear and timely information and answers to questions, following up as necessary, or being able to refer an individual to a more appropriate team member. Able to empathize with others and understand the various perspectives that individuals bring to a situation, and address those perspectives.

Project Management: Able to organize tasks in the right order to reach the right outcome at the right time. Monitor progress in projects and plans and adapt appropriately to changes or challenges. Communicates workload and status of projects effectively and timely. Is well organized and manages assignments to a successful conclusion.

Technology: Able to use appropriate software for efficient completion of work objectives. Demonstrate beginner level mastery of core MS Office programs, and have general background knowledge about social media platforms.

Cultural Understanding: Able to demonstrate respect for and engage with people of diverse backgrounds to create a stronger community.

Emotional Intelligence: Ability to understand how this role fits into the overall goals of the EM office and the University, and how the quality and consistency of individual efforts affect other staff in the unit. Able to respond positively to direction and performance-related critiques. Able to initiate, establish, and foster communication and teamwork by maintaining a positive, cooperative, productive work atmosphere on campus and when conducting University business off campus.

Supervision:

Received: Assistant Vice President for Enrollment Management

Given:

Minimum Qualifications:

Bachelor's degree, required

Valid driver's license with a vehicle available for recruitment travel

Successful completion of a background check and motor vehicle record check

Available for regular evening and weekend programs and activities as well as overnight travel.

Physical Requirements

Ability to lift up to 35 lbs with or without reasonable accommodation

Preferred Qualifications

Business uses of social media

Other requirements: (e.g., certificates, license required)

Funding source: Account # _____

Submitted by: _____ Date _____

Approved by: _____ Date _____

Dean/VP Signature

For HR use:

Classification _____ ***FLSA status exempt***