Job Classification Specification

Admissions Counselor

Position Summary

Second level Admission Counselor responsible for managing an assigned region or category to attract, recruit, admit and enroll prepared students to the University.

Requires knowledge and experience in own discipline; still acquiring higher level knowledge and skills. Builds knowledge of the organization, processes and customers. Solves a range of straightforward problems. Analyzes possible solutions using standard procedures. Receives some guidance and direction.

TYPICAL TASKS (These examples do not include all possible tasks in this work and do not limit the assignment of related tasks in any position of this class.)

Designs tailored recruitment plan for assigned territory to meet short-term and long-term goals. Plans and execute territory management plan through variety of relationship building methods.

Plans and participates in recruitment and enrollment activities, including: open houses, regional presentations, orientation programs, career days, regional and national college fairs, scholarship days, etc.

Builds brand awareness and reputation in prospective student and parent audiences. Develops public presentations designed to promote the University.

Meets with perspective students and parents to provide individual counseling on educational options and alternatives.

Monitors student behavioral trends in territory and adjusts recruiting plan accordingly.

Establishes effective relationship with external partners, e.g. school counselors and community college advisors.

Reviews applications and makes admission based on academic requirements and program choice compatibility.
**Operational Role**

Puts into effect what is required by defined job duties and clear objectives following established procedures and protocols; can alter the order in which work is performed but usually not the expected end result which can be improved, but not qualitatively changed.

**Scope of Measurable Impact**

Actions tend to facilitate work outcomes that meet general reporting requirements, internal checks and balances, regulatory guidelines, or similar results that promote the welfare of students, faculty and staff and safeguard the institution by providing necessary inputs to others in the form of information or finished materials.

**Independence and Decision-Making**

Job holders are guided by general procedures and professional norms, with periodic checks on accuracy, quality and timeliness of outcomes.

**Complexity and Problem Solving**

Finds solutions to routine technical or operational problems; once problem is identified, solutions generally can be resolved using conventional or standard procedures.

**Required Qualifications**

BA/BS with at least 2 years of experience; position involves comparing, verifying and reconciling data to help department achieve overall objectives.

Effective TBD