Job Classification Specification

Admission Counselor, Senior

Position Summary

Third level Admission Counselor responsible for managing an assigned region or category to attract, recruit, admit and enroll prepared students to the University. Incumbents at this level are typically responsible for more complex recruitment region or category with specialized knowledge in one or more areas of admissions.

Requires in-depth knowledge and experience. Solves complex problems; takes a new perspective using existing solutions. Works independently; receives minimal guidance. Acts as a resource for colleagues with less experience. Likely to act as an informal resource for colleagues with less experience. Represents the level at which career may stabilize for many years or even until retirement.

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.
Mentors and coaches staff.

Leads project teams in the development of new programs or policies based on best internal and external practices. Manages project staff and budget.

**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**

Actions tend to be guided by schedules, due dates, and clear deliverables -- supervision only generally occurs when there are repeat problems or missed deadlines.

**Complexity and Problem Solving**

Issues are varied; problems tend to be technical in nature and are solvable through deep technical know-how and imaginative workarounds.

**Required Qualifications**

BA/BS plus at least 4 years of related experience; often the senior-most individual contributor in a department to whom other more junior employees go to for technical guidance.

Effective TBD