WASHINGTON STATE COMMUNITY COLLEGE

Job Description

Job Title:	Admissions Counselor
Job Class:	Professional
Department:	Student Services
Reports To:	Director of New Student Enrollment
FLSA Status:	Exempt
Compease Grade:	10
Prepared By:	Director of New Student Enrollment
Prepared Date:	November 2018
Approved By:	
Approved Date:	

SUMMARY: The Admissions Counselor helps implement the College's strategic recruitment plan by working directly with prospective students and other key stakeholders throughout the recruitment cycle. Reporting to the Director of New Student Enrollment, this position also promotes the College at campus and community events to achieve enrollment goals.

ESSENTIAL DUTIES AND RESPONSIBILITIES:
Assists with the development and execution of recruitment strategies, including the College's recruitment calendar, to attract traditional, adult, and online students.

Promotes the college in assigned geographic area through outreach programs including public speaking, high school visitation and campus tours, college day/night programs, agency visitations, and other recruiting and public relations activities.

Works closely with potential students and their families during the enrollment process including phone calls, campus visits, tours, admissions, financial aid, and advising. Provides exceptional customer service to help prospective students achieve their educational and career goals.

Organizes and implements an array of outreach programs and activities, including but not limited to open house events, admission information sessions, group visits on campus, and new student orientation.

Assists with developing new recruitment materials and tracks supplies of admissions materials internally and externally. Prepares materials for in-house and campus-wide recruiting activities.

Works with Marketing to help manage social media accounts.

Secures, trains, assigns, and supervise student workers.

Enters relevant student information (interest cards, admission applications, etc.) into student record management system when necessary.

Serves on appropriate college committees.

Other duties as assigned and deemed appropriate based on departmental and campus needs.

SUPERVISORY RESPONSIBILITIES:
Supervises Student Ambassadors and other student workers as assigned.

QUALIFICATIONS:

EDUCATION and/or EXPERIENCE:
Required: Bachelor's degree in related field. 1+ years of related experience. Proficient in MS Word, Excel, and PowerPoint.

Preferred: Master's degree. 2-3 years of higher education experience. Familiarity with Datatel Colleague or similar student record management system a plus.

CERTIFICATES, LICENSES, REGISTRATIONS: N/A

LANGUAGE SKILLS:
Exceptional verbal and written communication skills. Ability to effectively communicate with all levels of constituencies internal and external to the organization. Must be comfortable with public speaking.

MATHEMATICAL SKILLS:
Competency in basic math.

REASONING ABILITY:
Ability to multi-task, prioritize work load, and set and attain goals. Strong attention to detail. Analyzes submitted materials, data, and problems and makes timely routine decisions within the scope of the duties of the position; exhibits flexibility and willingness to learn; deals professionally with unexpected situations and frequent interruptions. Operates with little/no supervision. Ability to cope with stressful circumstances and to cordially interact with coworkers to accomplish common tasks. Exhibits a willingness to assume additional duties; seeks the guidance of supervisor prior to beginning an unfamiliar assignment unless otherwise instructed.

PHYSICAL DEMANDS: The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

Ability to use general office equipment including the computer, fax, telephone, and copier. Equipment is in various locations. Some problems may necessitate research to solve. The information being researched may be located in various offices and be in various formats necessitating pulling files and examining records. Requires prolonged periods of time on the computer. Mental stresses of working under constant interruptions and deadlines. Must be able to spend extended periods of time talking with students and other constituencies.

Travel throughout the campus and college service area.