



**WILLIAM JESSUP**  
UNIVERSITY

**JOB TITLE:** Admissions Counselor  
**DEPARTMENT:** Traditional Undergraduate Admissions  
**SUPERVISOR:** Director of Undergraduate Admissions  
**FLSA STATUS:** Non-Exempt

### **MAJOR PURPOSE**

The Admissions Counselor functions as a sales professional within Jessup University with the specific purpose of achieving enrollment growth by recruiting well-matched and diverse prospective students. Recruitment of prospective students includes the ability to promote the unique benefits of a Jessup education to prospective students, their parents and other stakeholders including but not limited to high school counselors, community college counselors, church staff and the community at large. Specifically, the admissions counselor must have the ability to pursue the prospect as a trusted advisor who serves the student through the entire enrollment process – from a prospect to a registered student. Extensive knowledge and background in sales performance is strongly preferred along with general knowledge and work experience in higher education.

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### **ESSENTIAL DUTIES & FUNCTIONS:**

1. Recruit prospective students to Jessup University with consistent resolve paying close attention to high contact rates, communicating the values of Jessup education and developing a trusted advisor relationship.
2. Research and analyze demographics to effectively manage, schedule, and coordinate visits to high schools, community colleges, and churches especially to local territories in the greater Sacramento and Bay Areas to generate inquiries and recruit prospective students.
3. Travel to assigned geographic market areas to meet specific recruitment goals (minimum 8-10 weeks of travel in Fall and minimum 2-3 weeks of travel in Spring/Summer is required).
4. Recruit and counsel prospective students and families about admission, financial aid, academics, community life programs, and student life at Jessup.
5. Meet with prospective students and families about admission, financial aid, academics, community life programs, and student life at Jessup.
6. Effectively counsel and present the values of Christian higher education to prospective students in their college planning especially in contrast to larger secular public and state institutions focusing on Jessup's transformational educational experience.
7. Develop effective relationships with high school and community college personnel, youth pastors and leaders, alumni, and others who may influence youth about their college decisions.
8. Contribute to the development of admission policies and procedures.
9. Regularly exercise discretion and independent judgment in the review and evaluation of application files, recommending admission decisions and scholarship awards.
10. Assists in planning and coordinating special recruitment strategies and programs, both on and off campus, for prospects, their families, personnel of secondary schools and 2-year colleges, youth pastors/leaders, and other community leaders.
11. Assigned specific office processes according to the skills exhibited and developed, such as: shared responsibility of student staff, social networking and marketing, event planning and community relations.

12. Perform other duties as assigned.

## **QUALIFICATIONS:**

### **EDUCATION/CERTIFICATIONS:**

- Bachelor's degree required
- Master's degree preferred

### **REQUIRED KNOWLEDGE/EXPERIENCE:**

- Successful candidate will have a strong background in modern sales performance skills (B2C experience preferred) and a demonstrated track record of consistently meeting and exceeding sales goals.
- Strong preference towards a candidate who has familiarity with higher education recruiting practices, usage of higher education specific CRM software and working within a university system with multiple departments
- Must be a problem solver and able to deal with changing circumstances and have shown the ability to overcome obstacles.
- Experienced in providing excellent customer service – especially in the area of providing customers with tailored solutions that directly lead to sales
- Possesses strong writing, interpersonal and communication skills, especially as it relates to prospective students
- Must be willing to travel for recruiting purposes, work evenings and weekends to meet designated goals.
- Have the ability to work independently within a team structure and effectively with a diverse constituency.

### **SKILLS/ABILITIES:**

- Commitment to work in a Christian liberal arts institution
  - Demonstrated proficiency with Microsoft Office Suite and Google Apps
  - Highly motivated self-starter who is able to prioritize their work strategically and efficiently
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## **WORKING ENVIRONMENT:**

The employee agrees to promote the values and mission of WJU as a private Christ-centered University and live a life consistent with biblical principles. The employee shall conduct himself/herself in a manner consistent with the Community Covenant and Statement of Faith. Additionally, the employee may play a formative role in the spiritual lives of students in a manner consistent with the Community Covenant and Statement of Faith. This may include leading devotions and/or spiritual formation groups and seeking other opportunities consistent with a biblical spiritual formation role.

## **WORKING CONDITIONS**

The employee is regularly in a typical office environment with adequate light and moderate noise levels. No hazardous or significantly unpleasant conditions. Air-conditioned buildings; tile, concrete

and carpeted floors; adjustable workstation with ergonomic keyboard is provided.

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**PHYSICAL ACTIVITIES AND REQUIREMENTS OF THIS POSITION:**

While performing the duties of this job, the employee is regularly required to talk or hear and frequently required to stand, walk, sit, and use hands to handle files, computers, and phones; reach with hands and arms; stoop, and kneel. Frequent and regular repetitive movements required using the wrists, hands, and/or fingers. The employee will occasionally lift and/or move up to 40 pounds. Specific vision abilities include close vision, distance vision, color vision, peripheral vision, depth perception, and the ability to adjust focus.

The above statements and job description is intended to describe the nature and level of work being performed within this job. They are not intended to be an exhaustive list of all responsibilities, duties and tasks. Other similar or additional duties are to be performed or assigned. Job descriptions are not intended as and do not create employment contracts. William Jessup University maintains its status as an at-will employer. Employees may be terminated for any reason not prohibited by law.

I acknowledge I have reviewed the content of this job description and understand that if I have any physical limitations or require any reasonable accommodations in order to perform my job, I must immediately inform administration.

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Employee Signature

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Date