



JOB TITLE: Admissions Counselor
DEPARTMENT: Enrollment
SUPERVISOR: Assistant Director of Enrollment - Admissions
FLSA STATUS: Non-Exempt

MAJOR PURPOSE:

William Jessup University seeks a highly motivated individual for the position of Admissions Counselor. The Admissions Counselor is responsible for the recruitment of graduate students through inquiry generation, immediately responding to inquiries within the same business day and using value propositions to convert inquiries into enrolled students. The focus will be for all graduate programs but this position will be cross-trained to support other programs within the department. We seek applicants with a strong background in sales performance and recruiting in higher education. We prefer applicants with strong interpersonal skills, the ability to network with others, and those who possess outstanding communication skills. Normal office hours will be worked on campus between 8 am and 6 pm Monday through Friday, some remote work is available. Some events may be held in the evening or on a weekend.

ESSENTIAL DUTIES

- Generate inquiries through recruiting activities including attending fairs, attending community events, networking with churches and local businesses;
- Respond to inquiries immediately - if immediate is not possible then within a maximum of 2 hours for the purpose of converting qualified inquiries into enrolled students;
- Consistently keep a personal database of past inquiries utilizing the office CRM and creating opportunities for converting those inquiries into enrolled students for the current term;
- Manage all inquiries, record all interactions and create recruiting opportunities with inquiries through the usage of the office CRM;
- Collaborate with other staff and faculty, communicating on a regular and timely basis concerning the status of recruits and applicants;
- Create a trusted advisor relationship with inquiries and expertly and efficiently move inquiries through the enrollment funnel, including acceptance of applications, confirmation of accepted students for enrollment and ensuring all confirmed students become enrolled students;
- Maintain a high rate of contact frequency with inquiries and applicants in all student stages in an effort to move them through the enrollment funnel;
- Participate in all on campus recruiting events including information sessions, campus tours and orientation for newly enrolled students;
- Support Graduate Degree programs, and other programs within the department on campus in the admissions cycle as needed;

- The position will have set goals each term and performance will be measured on a variety of metrics including conversion rate and enrollment goals;
- Perform other duties as assigned.

QUALIFICATIONS

EDUCATION/CERTIFICATIONS:

- Bachelor's Degree or equivalent preferred.

REQUIRED KNOWLEDGE/EXPERIENCE:

- Successful candidates 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 occasionally 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/REQUIREMENTS:

- A strong and visible Christian faith;
- Demonstrated ability to professionally represent the enrollment office through excellent communication skills, both written and oral;
- Ability to handle multiple projects in a fast-paced and busy environment;
- Proficiency with Microsoft Office Suite and Google Workspace;
- Highly motivated self-starter who is able to prioritize their work strategically and efficiently;
- Demonstrated high level of humility, strong work ethic, and emotional intelligence;
- Willingness to contribute to healthy team culture.

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, air-conditioned office environment with adequate light; moderate noise levels; and tile, concrete, and carpeted floors. There are no hazardous or significantly unpleasant conditions.

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, crouch and kneel. Frequent and regular repetitive movements required using the wrists, hands, and/or fingers. 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 are 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 to perform this job successfully, I must be able to perform the essential duties with or without accommodation. If I am requesting any reasonable accommodations in order to perform my job, I must immediately inform my supervisor or Human Resources.

Employee Signature

Date