



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

#### MAJOR PURPOSE:

The Admission Counselor is primarily responsible for the recruitment of online students, immediately responding to inquiries within the same business day and using value propositions to convert inquiries into enrolled students. The primary focus will be for all online programs but this position will be cross-trained to support and other programs including traditional undergraduate students.

The pay range for this position is generally: \$45,000-\$50,000/year. Individual pay is determined by a number of factors including job-related skills, experience, relevant education or training, internal equity and location.

Position is primarily on campus with some remote work available. Normal working hours will be 40 hours per week with a schedule established M-F between the hours of 8am-6pm, PST. Some travel and weekend hours may be required.

#### ESSENTIAL FUNCTIONS:

- 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 inquires 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 other degree programs on campus in the admission cycle as needed;
- Position will have set goals each term and performance will be measured on a variety of metrics including conversion rate and enrollment goals;
- Occasionally travel for recruiting purposes, work evenings and weekends to meet designated 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
- Experienced in providing excellent customer service - especially in the area of providing customers with tailored solutions that directly lead to sales
- Demonstrated proficiency with Microsoft Office Suite and Google Apps

### SKILLS/ABILITIES:

- Problem solver and able to deal with changing circumstances and have shown the ability to overcome obstacles.
- Possess strong writing, interpersonal and communication skills especially as it relates to prospective students
- Have the ability to work independently within a team structure and effectively with a diverse constituency. 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 a healthy team culture

### WORKING ENVIRONMENT:

The employee agrees to promote the values and mission of William Jessup University 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