



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

MAJOR PURPOSE

The Admission Counselor is responsible for the recruitment of undergraduate and/or graduate students, immediately responding to inquiries within the same business day and using value propositions to convert inquiries into enrolled students.

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

The pay range for this position is generally: \$48,000 - \$52,000 annual. Individual pay is generally determined by a number of factors including job-related skills, experience, relevant education or training and location.

ESSENTIAL DUTIES

- Generates inquiries through recruiting activities including working fairs and community events, networking with churches and local businesses; presenting and tabling at high schools or community colleges
- Nurtures relationships with a variety of high school counselors and students via frequent visits and regular communication
- Responds to inquiries immediately - if immediate is not possible then within a maximum of 2 hours to convert qualified inquiries into enrolled students
- Consistently keeps a personal database of past inquiries utilizing the office CRM and creating opportunities for converting those inquiries into enrolled students for the current term
- Manages all inquiries, records all interactions, and creates 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
- Creates 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
- Maintains a high rate of contact frequency with inquiries and applicants in all student stages to move them through the enrollment funnel
- Participates in all on-campus recruiting events including information sessions, campus tours, and orientation for newly enrolled students
- Supports other degree programs on campus in the admission 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
- Occasional travel for recruiting purposes, occasionally working evenings and weekends to meet designated goals
- Continued participation and proficiency in sales training and professional development as determined by supervisor
- Performs other duties as assigned

QUALIFICATIONS

Education/Certifications

- Bachelor's Degree or equivalent preferred

Required Knowledge/Experience

- Strong background in modern sales performance skills (B2C experience preferred) and a demonstrated track record of consistently meeting and exceeding sales goal
- Familiarity with higher education recruiting practices, usage of higher education-specific CRM software and working within a university system with multiple departments strongly preferred
- 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

- Must be a problem solver and able to deal with changing circumstances and have shown the ability to overcome obstacles
- Possesses 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 can 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 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. The employee will occasionally lift and/or move up to 30 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 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. 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