



Job Description

Job Title:	Regional Admission Counselor
Department:	Undergraduate Admissions
Immediate Supervisor:	Director of Undergraduate Enrollment
Position Category:	C1
FLSA Status:	Salary Exempt

Characteristics of Job: This position is responsible for recruiting qualified freshman, transfer and non-traditional students for Union College, by managing admission inquiries, correspondence, and collecting and maintaining admission data for an assigned geographic location (Southern Ohio and Southwestern Virginia). This position requires an individual who is highly motivated, thrives in a fast-paced environment, has excellent customer-service skills, enjoys working with young adults and their families to navigate the admission and enrollment process, and have excellent computer and technology skills. Admissions Counselors are responsible to maintain reports such as: daily, weekly, and monthly applicant/inquiry reports as well as travel reports for high school and college fairs. Confidentiality must be maintained on all student information. Work is performed under general direction of Director of Undergraduate Admissions and is reviewed through conference, reports, and periodic evaluation of results. This position collaborates with Student Ambassadors working with campus visits and recruitment events. This position will often work remotely and the Admission Counselor will operate with limited supervision and will be required to exercise self-direction under prescribed guidelines and show intuition.

Examples of Duties and Responsibilities:

- Maintain 28 touch process on all prospects to meet established enrollment goals.
- Visit high schools in assigned in local area once a month and all regional high schools at least twice a semester and maintain positive communications and updated materials with Guidance Counselors.
- Plan fall travel schedule and attend College Fairs in assigned territory.
- Evaluate prospective student applications, transcripts, and test scores using consistent standards for recommendation for admission to the College. Follow-up on all discrepancies.
- Provide new student recruitment progress reports for management purposes by producing reports as required utilizing student databases and query tools.

- Respond to prospective student inquiries in a timely and accurate manner by providing thorough knowledge of College departments, programs, curricula, financial aid facts and student activities.
- Conduct campus tours and in-office visits for prospective students and their guests.
- Assist and attend Summer Orientation/Registration, Open Houses and other Admissions events.
- Plan, coordinate and execute on and off-campus activities and events and make formal presentations for prospective students/families and high school counselors.
- Assist prospective students and families by providing and discussing information about student financial aid.
- Interact and communicate with academic departments, administrators, student organizations, the alumni and athletic department on a regular basis and maintain positive relations.

Qualifications (Education and/or Experience):

- Bachelor's degree required.
- Minimum of one-year previous counseling/recruiting experience.
- Ability to read and interpret documents such as safety rules, operating and maintenance instructions, and procedure manuals.
- Ability to write routine reports and correspondence.
- Ability to speak effectively and make formal presentations before groups of prospective students/parents and others.
- Ability to communicate honestly and with tact for students who do not qualify for admission.
- Ability to work as a team player with Admissions staff as well as with faculty, staff, students and general public.
- Ability to apply common sense understanding to carry out instructions furnished in written, oral, or diagram form.
- Ability to deal with problems involving several concrete variables in standardized situations.
- Knowledge of Jenzabar database software preferred.
- Proficient knowledge of Microsoft Word and Excel Processing software.
- Knowledge of operating office equipment such as computer, printer, copier, and fax.
- Knowledge and ability to use Social Media communication tools.
- Possess excellent people and organizational skills.
- Excellent written and verbal communication skills.

Special Requirements:

- Attend annual conference
- Extensive travel during fall season and some in spring season with overnight and weekend travel

- Work evening and weekend hours
- Travel each month to assigned local high schools

Typical Working Conditions and Unique Physical Requirements:

- Work is normally performed in a typical interior/office environment.
- Occasionally exposed to outside weather conditions.
- Noise level is usually quiet.
- Visits high schools and other off-campus facilities.
- Frequently perform public speaking to groups.
- Regularly required to use hands to finer, handle, or feel and talk or hear.
- Frequently required to stand; walk and sit.
- Occasionally require to reach with hands and arms and stoop, kneel, or crouch.
- Frequently lift and/or move up to 10 pounds and occasionally lift and/or move up to 25 pounds when transporting recruitment materials.
- Vision abilities required include close vision, distance vision, color vision, peripheral vision, depth perception and ability to adjust focus.
- May require physical effort in climbing stairs.
- No or very limited exposure to physical risk.

Additional Requirements:

- Background check required.
 - Requires valid Driver's License.
-