

JOB DESCRIPTION

Position Title	Department	Reports to
Admissions Counselor	Administration	Executive Director
Employment Status	FLSA Status	Effective Date
<input type="checkbox"/> Temporary <input checked="" type="checkbox"/> Full-Time <input type="checkbox"/> Part-Time	<input type="checkbox"/> Non-Exempt <input checked="" type="checkbox"/> Exempt	11/5/20

POSITION SUMMARY

The Admissions Counselor will perform student outreach, recruitment, and admissions for the School including educating the public about admissions requirements, policies, and processes. The Admissions Counselor will 1) effectively employ communication and problem-solving skills to facilitate exceptional student experience from initial inquiry through program completion 2) identify opportunities to enhance recruitment efforts and implement agreed upon strategies 3) collaborate with colleagues in academic, student services and marketing to manage and optimize the School's enrollment "funnel," including troubleshooting and eliminating barriers to student success 4) drive the enrollment and revenue that enables the School to grow, innovate and empower more students.

ESSENTIAL DUTIES AND RESPONSIBILITIES

The essential functions include, but are not limited to the following:

- Provide information and respond to inquiries regarding the School's J.D. degree programs, application procedures, admissions requirements, and tuition.
- Execute student recruitment protocols and deliver informative, high touch student experience.
- Conduct ongoing follow-up communication with inquiries, including: phone calls, e-mails and mailings to determine their level of interest, education needs, and inquiries in a timely manner.
- Maintain professionalism and timeliness in response to inquiries from prospective students.
- Exercises professional judgment in reviewing, evaluating, and recommending applicants for admission using established guidelines.
- Consults with Dean or experienced level faculty when reviewing complex applications.
- Using extensive knowledge of the School's requirements and applicant pool to assess applicants' overall record and experience for final admissions determination and recommendation.
- Uses applicant/student management system to manage, respond to and track a high volume of prospective student inquiries within an established timeframe.
- Manage prospect pipeline and accurately account for all inquiries, including documenting contacts, conversations and next steps, in the management system.
- Maintain files accurately and confidentially following School policy and procedures.
- Run activity reports and evaluate outcomes. Adjust efforts, as needed to improve results.
- Understand and uphold federal confidentiality guidelines regarding student information.

- Performs recruitment activities, including writing or editing materials, and representing the School at admissions events and other forums, including the School's information days.
- Actively listen and appropriately respond to student, colleague, stakeholder and supervisor needs/requests.

MINIMUM QUALIFICATIONS (KNOWLEDGE, SKILLS, AND ABILITIES)

- Bachelor's degree
- Minimum 2 years' experience in, higher education admissions or enrollment services.
- Experience responding and adapting to rapidly changing priorities and working within deadlines in a fast-paced environment.
- Strong interpersonal skills and experience collaborating and working effectively with a variety of individuals and diverse groups, including applicants, students, administrators, faculty, staff, and other stakeholders.
- Ability to provide a high level of customer service and responsiveness. Strong ability to work independently and as a team member.
- Ability to multi-task and meet demanding time frames.
- Ability to exercise a high degree of professional judgment and discretion while maintaining a high level of confidentiality.
- Outstanding written and verbal communication skills and organizational skills

PREFERRED QUALIFICATIONS (KNOWLEDGE, SKILLS, AND ABILITIES)

- Prior experience in higher education recruitment with an adult student population at an accredited institution (WASC preferred).
- Demonstrated proficiency of principles and practices of enrollment management, student recruitment and retention.
- Track record of development and admissions process improvement

PHYSICAL DEMANDS AND WORK ENVIRONMENT

The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this position. Reasonable accommodations may be made to enable individuals with disabilities to perform the functions.

While performing the duties of this position, the employee is regularly required to talk or hear. The employee frequently is required to use hands or fingers, handle or feel objects, tools, or controls. The employee is occasionally required to stand; walk; sit; and reach with hands and arms. The employee will have extended periods of time sitting and working from a computer and on the phone. The employee must be able to work a flexible schedule or extended hours including some weekends or holidays. The employee must be able to work offsite on occasion for outreach activities. The employee must occasionally lift and/or move up to 25 pounds. Specific vision abilities required by this position include close vision, distance vision, and the ability to adjust focus. The noise level in the work environment is usually low to moderate.