GORDON COLLEGE

Position Description

Title: Visit Coordinator

Function: Under the supervision of the Senior Director of Communications, Operations and Guest Relations; oversees and executes individual and group visits while providing exceptional customer service and a seamless visit experience for all prospective students and families.

Description of Duties and Tasks:

Essential Responsibilities:

1. Coordinates all aspects of individual and group visits, including working with the president’s office, faculty, staff, current students and other departments such as design, catering, etc.
2. Manages and schedules admissions phone interviews throughout the year. Responsible for communicating with prospective students through confirmation emails.
3. Oversees details, logistics and execution for presidential regional events in conjunction with the Visit Coordinator.
4. Manages Saturday visit days in conjunction with the Senior Events Coordinator.
5. Manages the individual visit calendar, closes visit days during holidays and school breaks and informs the staff of visit needs.
6. Connects with auxiliary services to plan and manage an admissions presence for summer conferences and any other groups on campus throughout the year.
7. Identifies and implements key strategies to drive visits and meet visit goals. This entails developing a highly flexible, creative, and compelling visit plan for each season of the recruitment year and coordinates with other departments on campus.
8. Recruits, hires, trains and manages a senior visit intern who is fully trained on individual visit planning and protocol.
9. Responsible for recruiting, hiring, training and implementing systems and new initiatives for the overnight and lunch host programs. Maintains an exceptional program.
10. Tracks event registrations and recommends strategies to increase attendance while also reporting events visit numbers on a monthly basis to supervisor.
11. Assists the Senior Events Coordinator in planning and executing on-campus admissions events as needed. Additional hours required (early mornings, evenings and some weekends).
12. Conducts admissions interviews and meets with families as needed.
13. Has a working knowledge of majors, programs and facts about the College.
14. Other duties as assigned by the Senior Director of Communications, Operations and Guest Relations.
Required Knowledge, Skills and Abilities
In order to fully perform the above functions, the applicant must possess the following knowledge, skills and abilities, or demonstrate that the major responsibilities of the job can be accomplished, with or without reasonable accommodation using some combination of skills and abilities.

1. Must profess faith in Jesus Christ as Lord; must accept Gordon’s Statement of Faith; must practice Christian values in daily interactions with students, faculty, staff, and the public as outlined by Gordon’s Statement of Life and Conduct; and must work to advance Gordon’s mission through this position.
2. Must possess well-developed skills in organization, management of details, verbal/written communications, management and supervision.
3. Must demonstrate an understanding of the needs and interests of visiting prospective students and families.
4. Enthusiasm and persistence in the development and excellence of the visit program, as well as meeting the goals of the Admissions Office and Gordon College.
5. Creative and entrepreneurial spirit to approach unique challenges and make decisions on behalf of the Admissions Office.
6. Ability to use good judgement, communicate effectively, and build constructive relationships with faculty, staff, and prospective visitors.
7. Appreciation of the overall philosophies and objectives of the College, with ability to present them effectively to prospective visitors and the outside community.
8. Must exhibit the ability to coordinate activities with other departments/offices of the College, and therefore, must take initiative attaining specific up to date knowledge of these offices and personnel.
9. A Bachelor’s degree is required, 2-5 year experience preferred.
10. Computer knowledge/skills required.
11. A valid driver’s license and passport and the ability to rent and drive a car, and to complete travel assignments independently by air or automobile.

Position Code: ADM-COU-7
Grade: 4
FLSA Status: Exempt