Title: Admissions Visit Coordinator

Function: Under the supervision of the Senior Director of Communications, Operations and Guest Relations; the Admissions Visit Coordinator is responsible for planning and executing all aspects of a campus visit for our smaller scale admissions events (i.e. Drop-In at Gordon) and group visits while providing exceptional customer service and a seamless visit experience for prospective students and families. Responsibilities include corresponding with visitors by phone and email, front desk coverage, greeting admissions guests and VIPs as the first impression to Gordon College.

Description of Duties and Tasks:

Essential Responsibilities:

1. Serve as the point of contact for visitors before, during, and after their visit to ensure that prospective students and families are welcomed to campus and are provided with an experience that both meets their needs and enthusiastically represents the full Gordon experience.
2. Coordinates all aspects of Drop-In at Gordon, Preview Gordon, Gordon Express, Summer Fridays and group visit days, including working with the president’s office, faculty, staff, current students and other departments such as design, catering, etc.
3. Schedules campus tours, admissions interviews and Q&As, Chapel/Convocation, lunch, professor appointments, coach appointments, class visits, Academic Support Center appointments and financial aid appointments, etc.
4. Responsible for filling in at the front desk to answer phones and greet visitors during the academic year as needed and covers the front desk during the summer months.
5. Manages weekend visit days in conjunction with the Assistant Director of Student Enrollment Events.
6. Oversees high volume visit days during school vacation breaks (blackout dates include Massachusetts schools vacation weeks in February and April).
7. Manages the individual visit calendar, closes visit days during holidays and school breaks and informs the staff of visit needs.
8. Connects with Campus Facilities Use and Planning department to plan and manage an admissions presence for summer conferences and any other groups on campus throughout the year.
9. Identifies and implements key strategies to drive visits and meet visit goals. This action entails developing a highly flexible, creative, and compelling visit plan for each season of the recruitment year and coordinates with other departments on campus.
10. Recruits, hires, trains student interns (lunch hosts, overnight host and a senior visit intern) to host prospective families during admissions events, group visits and Drop-In at Gordon days; understands exceptional customer service, expectations and office protocol.
11. Tracks and reconciles visit registrations daily and reports numbers on a weekly or on request to supervisor.

12. Assists the Assistant Director of Student Enrollment Events in planning and executing on-campus admissions events. Additional hours required (early mornings, evenings and some weekends).

13. Conducts admissions interviews and meets with families as needed.

14. Has a working knowledge of majors, programs and facts about the College.

15. 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. Well-developed skills in organization, management of details, verbal/written communications, management and supervision.

3. 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. 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 years of experience preferred.

10. Experience with Slate, Salesforce or another CRM preferred

11. Experience with Microsoft Office required.

12. 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