GORDON COLLEGE
Position Description

Title: Admissions Visit Coordinator (full-time)

Function: Under the direction of the Director of Recruitment, the Admissions Visit Coordinator will be responsible for developing and delivering campus admissions visit programs to recruit new students to Gordon College.

Description of duties and Tasks:
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. Coordinate all aspects of events such as Drop-In at Gordon, summer and group visits, including working with the president’s office, faculty, staff, current students and other departments such as design, catering, etc. Additional hours required (early mornings, evenings and some weekends).
3. Schedule campus tours, admissions interviews and Q&As, Chapel/Convocation, lunch, professor appointments, coach appointments, class visits, Academic Success Center appointments and financial aid appointments, etc.
4. Facilitate Virtual On Demand visits through the PlatformQ Conduit platform and follow-up with students to schedule admissions interviews and faculty/coach appointments.
5. Identify and implement key strategies to encourage 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.
6. Oversee visit registrations/cancellations. Track visit registrations daily and recommend strategies to increase attendance while also reporting event visit numbers on a monthly basis to supervisor.
7. Oversee high volume visit days during school vacation breaks (blocked dates for time-off include Massachusetts schools vacation weeks in February and April).
8. Manage the individual visit calendar, closes visit days during holidays and school breaks and informs the staff of visit needs.
9. Connect 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.
10. Recruit, hire, and train student interns (lunch hosts, overnight hosts, transportation coordinator, and 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. Work collaboratively with the Admissions Events and Coordinator to ensure full implementation of campus events program:
   a. Assist and serve as back-up for Admissions Events Coordinator on admissions event days.
12. In conjunction with the Admissions Events Coordinator develop a robust training and development program for student interns. Responsible for filling in at the front desk to answer phones and greet visitors during the academic year and summer as needed.
13. Assist with admissions interviews as needed.
14. Have a working knowledge of majors, programs and facts about the College and meet with prospective students and families on an as needed basis.
15. Other duties as assigned by the Director of Recruitment.
16. Maintain a professional image and manner consistent with Gordon’s mission and goals; maintain appropriate professional affiliations and memberships for the purpose of personal, professional and programmatic development.

**Required Knowledge, Skills and Abilities**
In order to fully perform the above functions, the incumbent 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 a desire make Gordon a place that welcomes people in to the community. In Admissions this includes practicing Christian hospitality, building relationships with prospective students and families, and connecting them to people and departments on campus that enable prospective students to see Gordon as their future home.
3. Must have a desire to make a difference in the lives of our students—intellectually, physically and spiritually.
4. A Bachelor’s degree is preferred.
5. Interest to work in Facebook, Instagram
6. Experience in academic environment required.
7. Experience in program development or event planning preferred.
8. Ability to utilize technologies for communication, scheduling, teaching and promoting learning, and marketing and promotions with proven verbal and written communication skills.
9.Ability to relate effectively to students, faculty, staff, and alumni from diverse backgrounds.
10. Must be willing to work occasional evenings, weekends and peak times.
11. Possess well-developed skills in event planning.
12. Strong communication skills with the ability to write clearly and speak effectively in front of a large group.
13. Demonstrate a strong sense of customer service.
14. Demonstrate leadership and an ability to supervise a team of students.
15. Demonstrate creativity and an understanding of the needs and interest of high school students and parents. Must exhibit the ability to coordinate with other departments/offices of the College and, therefore, must take initiative attaining knowledge of these offices and personnel.
16. Ability to carry out supervisory responsibilities in accordance with student employment’s policies and applicable laws.
17. Proficient in use of Microsoft Office applications and familiarity with a CRM systems is preferred.
18. A valid driver’s license and the ability to complete travel assignments independently are required.
19. Understands the philosophies and objectives of the College especially as they related to admissions.

Position Code: ADM-COU-11A
Grade: 4
FLSA Status: Exempt