

GORDON COLLEGE

Position Description

Title: Admissions Counselor

Function: Under the supervision of the Director of Recruitment, manages relationships with prospective students, parents/guardians, school counselors, church leaders and other influencers within a designated geographic territory. Using industry standard practices, College guidelines, persistence and creativity: identifies, recruits and enrolls 50-80 new students annually (according to territory goals) to meet budget objectives of the College.

Description of Duties and Tasks:

Essential Responsibilities:

1. Using Enrollment data and predictive modeling, implements a successful strategy to manage a geographic territory and meet assigned weekly, monthly and year-end interview, visit and enrollment goals.
2. Prioritizes and maintains consistent outreach by phone, email, text, social media and in person contact with prospective students throughout the year.
 - a. Prioritizes inviting students to visit campus
 - b. Schedules and conducts interviews on campus and off campus, in person and by phone
 - c. Coordinates strategic connections for applicants to other key faculty and staff.
 - d. Plans for at least 2 days a week of flexible work hours for evening student contact especially for territories outside of the EST time zone (1 pm-8:30 pm, 2 pm-9:30 pm)
 - e. Completes 75-100 phone calls or other appropriate individual/personalized (not bulk) contacts per week in addition to significant email and text follow-up and personal visits.
 - f. Consistently and accurately logs all student contact in Admissions CRM (Slate)
3. Participates in all campus admissions events and regular weekday visits with the objective of giving students a full and accurate picture of life as a Gordon College student while making personal connections with families and delivering excellent customer service.
 - a. Weekly evening and occasional weekend hours for events required.
4. Develops and delivers a highly flexible and persuasive presentation promoting the College and its programs to individuals and groups in a manner designed to stimulate and motivate students to visit campus and apply.
5. Plans and executes up to 15 multi-day recruitment trips per year, representing the College at summer festivals, college fairs, high schools and Presidential regional events.

- a. In collaboration with the Director of School relations, contacts priority high schools to arrange visitation; confirms visits with guidance office; presents information about the College to interested students; places posters, pamphlets, catalogs and other materials in high visibility locations.
 - b. Contacts inquiring students directly to arrange admissions interviews during visits to specific areas.
6. Using Admissions modeling criteria, personal contact and independent judgement, provides regularly updated ranking of candidates' movement through the funnel and likelihood of visiting and enrolling.
7. Conducts phone and in person interviews
8. Counsels prospective students and parents/guardians regarding general college search process, all aspects of college life, likelihood of acceptance and academic success at Gordon.
9. Works with families to review financial aid packages, articulates the value of a Gordon education and escalates financial aid appeals to the admissions leadership team.
10. Based on student qualifications, in personal contact and independent judgement, recommends admission decisions and suggests additional programs students might qualify for such as Honors, fellows, etc.
11. Reports weekly to the Director of Recruitment on activities and results of visits and student contact.
12. Communicates updates in students' data and funnel status to Admissions Operations staff to ensure accurate and up to date records.

Additional Responsibilities:

1. Participates in monthly Admissions Council meetings and reports the state of the territory funnel, territory events and progress toward monthly and year-end enrollment goals to the Associate Vice President for Enrollment, Vice President for Enrollment and College President on activities and progress toward monthly and year-end visit and enrollment goals.
2. Reads admissions files and recommends candidates for admission
3. Collaborates with Tele-counseling manager on student contact for territory.
4. Collaborates with the Director of Church relations in identifying and connecting with church and para-church organizations in the designated territory.
5. Provides additional services in support of the recruitment program as may be requested.

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 and Statement of Life and Conduct; 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 into 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. Bachelor's degree
4. Two or more years' work experience in the areas of admissions, marketing, sales, public relations, or related fields highly preferred.
5. Understanding of admissions requirements and procedures.
6. Understanding and enthusiasm for the value of a Christian liberal arts education
7. Broad knowledge of College programs, activities and opportunities
8. Appreciation of the overall philosophies and objectives of the College, with ability to present them effectively to prospective students, families, schools, churches and other audiences.
9. Eagerness and persistence in the development of prospective applicants and applicant sources.
10. Ability to communicate effectively on the telephone, by email and in person to large and small groups.
11. Ability to use good judgment in the interview and assessment of prospective students.
12. Strong verbal and written communication skills along with the interpersonal skills to put visitors at ease.
13. Ability to have a flexible schedule to accommodate regular evening calling hours and occasional weekend commitments
14. Ability to travel away from home for extended periods.
15. Sufficient physical mobility to visit schools, churches and private homes and transport admissions materials.
16. A valid driver's license with at least two years of licensed driving experience (if under 25 years of age), the ability to rent and drive a car, and to complete travel assignments independently by air or automobile.
17. Competence in using Microsoft Office products: Outlook, Word, Excel and PowerPoint. Experience with Admissions CRM (Slate) and database software preferred
18. Minimum 2-year commitment.

Position Code: ADM-COU

Grade: 4

FLSA Status: Exempt