

Allen University Position Announcement

Admissions Counselor (Undergraduate/Graduate)

JOB SUMMARY

Reporting to the Director of Admissions, the Admissions Counselor represents Allen University to prospective students and organizations and works to increase inquiries and convert applications into enrolled students for undergraduate and graduate programs. The successful admissions counselor exhibits superior customer service skills and professionalism throughout daily interactions and communications with students including interviews, phone calls, emails, and information sessions. The counselor creates and implements recruitment strategies to reach prospective students through events, referrals, online and print communications, and outreaches to businesses and organizations. The admission counselor must demonstrate an ability to work independently as well as collaboratively with team members, faculty, students, alumni, administrators, and staff. A flexible work schedule that will include days, evenings, and some weekends is required. Travel, valid driver's license, and access to a vehicle is required.

ESSENTIAL DUTIES/RESPONSIBILITIES

- Create an individual recruitment plan (using suggested recruitment template) for each semester as well as participate in the creation of a team recruitment plan. The plan includes recruitment activities, participation in events/conferences/fairs, communications with prospective students and networking opportunities.
- Complete weekly activity report to include documentation of recruitment/outreach activities and student appointments.
- Ability to work on a registration deadline, strive towards college-wide enrollment goals and use outstanding customer service to recruit students to the College's programs.
- Develop and update a database of teachers, administrators, and contact people with whom workshops, and information sessions can be booked. Network with new contacts to help increase inquiry production.
- Utilize phone, email, mail, and all social media platforms to communicate with prospective students in a timely manner.
- Work with prospective students to garner completed application files prior to enrollment and assist university efforts to increase retention.
- Become familiar with the working territories and demographics of cities/towns to best reach the student population for the university.
- Collaborate with the alumni network to develop new student/professional networks and garner student referrals. Alumni are to be utilized at information sessions, outreach opportunities, phone campaigns, etc.
- Under the direction of the Director, participate in the events prior, during, and after each term such as information sessions, orientations, registration events and graduation ceremonies.
- Other duties as assigned.

EDUCATION & EXPERIENCE REQUIRED

Bachelor's degree required; Master's Degree preferred. Recruiting, management, sales, and/or knowledge of higher education required; Must be able to demonstrate excellent written and oral communication skills; Well-developed presentation skills are required; Goal oriented and intrinsically motivated with superior customer service and networking skills; Knowledge of the MS Office Suite, and all social media and marketing platforms; Ability to manage student files and rosters via the Jenzabar system is preferred; Ability to build relationships with students and determine the correct program fit for students' career and personal goals and follow them through the enrollment process; Experience working with diverse population preferred; Professional attire and personal presentation required daily. The candidate is required to be mobile and occasionally lift and/or move to 40-50 pounds.

CONTACT: To apply, forward an electronic copy of a cover letter, resume and a list of three references to YJohnson@allenuiversity.edu.