

Miles Community College
Admissions Counselor

Department: Student Services

Job Status: Full Time

FLSA Status: Exempt

Amount of Travel Required: 50% - 75%

Reports To: Director of Financial Aid and Admissions; Dean of Enrollment Management and Educational Support Services

ESSENTIAL FUNCTIONS

- Responsible for promotion of the College through high school visitations, college fairs, and career fairs.
- Visit all high schools assigned per recruitment plan and develop relationships with high school counselors and related personnel.
- Assist with the planning and implementation of a comprehensive 12-month recruitment strategy for prospective students which includes creating and working toward targeted enrollment goals.
- Knowledge of all academic programs offered through Miles Community College including all continuing education and workforce development initiatives and be able to relay the information to potential students, parents, counselors, community agencies, and other interested parties.
- Assist prospective students in navigating the college's admissions and advising process. This includes assisting these prospective students in identifying resources on the College campus that would include student support services, academic advising, financial aid counseling, and Veteran's benefits assistance.
- Assist Marketing Coordinator with maintenance of social media used for recruiting purposes.
- Compile admissions packets and other promotional materials used for recruiting.
- Create and generate recruiting mailings and coordinate prospect management using Access, Excel, and Banner. This will include compiling and reporting prospect data to supervisors.
- Provide campus tours, facilitate student/parent question and answer sessions, and assist families with the admissions process to include first semester advisement.
- Plan and administrate all Campus Preview Days.
- In conjunction with the Director of Financial Aid and Admissions, organize and facilitate student recruitment events for special populations of students, including adult learners.
- Advise Student Ambassador Program.
- Assist with facilitation of Student Orientation, Advising, and Registration (SOAR) sessions and advise new students.
- Assist with the planning of Welcome Wagon and participate in Welcome Wagon weekend.
- Fulfill recruitment responsibilities per recruitment plan which includes managing and executing communication plans.
- Organize and supervise the College's fair booths per recruitment plan.
- Organize and supervise the College's annual Bucking Horse Parade entry.

- Serve on selected college committees as requested.
- Must be able to work evening hours and occasional weekends. Significant travel, including overnight travel, required.
- Perform other duties as assigned by the Director of Financial Aid and Admissions, Dean of Enrollment Management, and Miles Community College President.

POSITION QUALIFICATIONS

Competency Statement(s)

- **Adaptability** - Adapts to changes in the work environment; Manages competing demands; Changes approach or method to best fit the situation; Able to deal with frequent change, delays, or unexpected events.
- **Attendance/Punctuality** - Is consistently at work and on time.
- **Business Acumen** - Understands basic business practices.
- **Change Management** - Communicates changes effectively.
- **Oral Communication** - Speaks clearly and persuasively in positive or negative situations; Listens and gets clarification; Responds well to questions; Participates in meetings.
- **Written Communication** - Writes clearly and informatively; Edits work for spelling and grammar; Varies writing style to meet needs; Presents numerical data effectively; Able to read and interpret written information.
- **Cost Consciousness** - Works within approved budget; Develops and implements cost saving measures; Contributes to profits and revenue; Conserves organizational resources.
- **Customer Service** - Manages difficult or emotional customer situations; Responds promptly to customer needs; Meets commitments.
- **Delegation** - Delegates work assignments; Matches the responsibility to the person; Sets expectations and monitors delegated activities.
- **Dependability** - Follows instructions, responds to management direction; Takes responsibility for own actions; Keeps commitments.
- **Initiative** - Seeks increased responsibilities; Takes independent action.
- **Judgment** - Displays willingness to make decisions; Exhibits sound and accurate judgment; Supports and explains reasoning for decisions; Includes appropriate people in decision-making process; Makes timely decisions.
- **Managing People** - Includes staff in planning, decision-making, facilitating and process improvement; Makes self available to staff; Provides regular performance feedback; Develops subordinates' skills and encourages growth; Improves processes, products and services.
- **Organizational Support** - Follows policies and procedures; Completes administrative tasks correctly and on time; Supports organization's goals and values
- **Planning/Organizing** - Prioritizes and plans work activities; Uses time efficiently; Organizes or schedules other people and their tasks.
- **Problem Solving** - Identifies and resolves problems in a timely manner; Gathers and analyzes information skillfully; Develops alternative solutions.

- Professionalism - Approaches others in a tactful manner; Reacts well under pressure; Treats others with respect and consideration regardless of their status or position; Accepts responsibility for own actions; Follows through on commitments.
- Quality Management - Looks for ways to improve and promote quality; Demonstrates accuracy and thoroughness.
- Quantity - Meets productivity standards; Completes work in timely manner; Strives to increase productivity; Works quickly.
- Safety and Security - Observes safety and security procedures; Uses equipment and materials properly.
- Strategic Thinking - Develops strategies to achieve organizational goals; Adapts strategy to changing conditions.

SKILLS & ABILITIES

Education: Associate’s Degree required, Bachelor’s Degree preferred. Degree must be from an accredited institution.

Experience: Show experience and knowledge in regard to the organization and development of recruitment plans. Demonstrate proven skills in sales, database management, Microsoft Office software, and communications to include written and verbal presentations, phone exchanges, and electronic correspondence. Banner experience preferred. Customer Relationship Management (CRM) software experience preferred.

Other Requirements

Good physical condition and able to project a positive image. Must have a valid driver’s license. Ability to travel long distances, drive at night and in inclement weather, lift 40 pounds, and present oneself in a professional manner. Ability to obtain a passport.

REVIEWED BY (SUPERVISOR SIGNATURE) _____ **DATE** _____

REVIEWED BY (EMPLOYEE SIGNATURE) _____ **DATE** _____

Miles Community College has reviewed this job description to ensure that essential functions and basic duties have been included. It is not intended to be construed as an exhaustive list of all functions, responsibilities, skills and abilities. Additional functions and requirements may be assigned by supervisors as deemed appropriate.