

Miles Community College  
**Admissions Counselor**

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**Department:** Student Services

**Job Status:** Full Time

**FLSA Status:** Classified

**Amount of Travel Required:** 50% - 75%

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

**ESSENTIAL FUNCTIONS**

- Responsible for promotion of the College through high school visitations, college fairs, career fair, and other community and regional events.
- Visit all high schools assigned per recruitment plan and develop relationships with high school counselors and related personnel.
- 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.
- Provide campus tours, facilitate student/parent question and answer sessions, and assist families with the admissions process to include general academic advising information.
- Plan and administer all Campus Preview Days for high school students, and organize and facilitate student recruitment events for special populations of students, including adult learners.
- Assist with facilitation of Student Orientation, Advising, and Registration (SOAR) sessions, and assist Student Engagement and Enrollment Services offices with the planning of Welcome Wagon and participate in Welcome Wagon weekend.
- Compile admissions packets and other promotional materials used for recruiting.
- Utilize constituent relationship management (CRM) software, student information system, and Microsoft programs such as Outlook Excel to create and generate recruitment mail and email campaigns and coordinate prospect management. This will include compiling and reporting prospect data to supervisors.
- Advise Student Ambassador Program.
- Fulfill recruitment responsibilities per recruitment plan which includes managing and executing communication plans, working towards targeted enrollment goals.
- Serve on selected college committees as requested.
- Must be able to work evening hours and occasional weekends. Significant travel, including overnight travel, required.
- Perform tasks as delegated by the Director of Financial Aid and Admissions or the Vice President of Enrollment Management and Educational Support Services.

**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.
- Inclusion – Provides an environment that is inclusive of all students and supports underrepresented students.
- Assessment – Assesses annual performance and works closing with the institutional research and enrollment management team.

**SKILLS & ABILITIES**

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

**Experience:** Demonstrate proven skills in sales, event planning, or similar functions. Must possess professional oral and written communication skills, with keyboarding proficiency/accuracy and excellent proofreading ability. Knowledge of computer software applications specifically Microsoft Office programs with proficiency in Word, Excel, and Outlook; ability to learn and develop competency in MCC’s student information system software and customer relationship management software. Must possess professional oral and written communication skills, with keyboarding proficiency/accuracy and excellent proofreading ability. Ability to work independently and manage, prioritize, and complete multiple tasks with proficiency and timeliness in spite of regular interruptions.

**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 intended to provide guidelines for job expectations and the employee's ability to perform the position described. 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. This document does not represent a contract of employment, and the College reserves the right to change this job description and/or assign tasks for the employee to perform, as the College may deem appropriate.