



# Monmouth COLLEGE

## **DESCRIPTION, DUTIES, & EXPECTATIONS OF POSITION**

<b>POSITION TITLE:</b>	Admission Counselor
<b>PERSONNEL CLASSIFICATION:</b>	Administrative Staff, Full-time
<b>DEPARTMENT:</b>	Admission
<b>POSITION SUPERVISOR:</b>	Director of Admission
<b>DEPARTMENT HEAD:</b>	Vice President for Enrollment Management

**Function of Position:** Reporting to the Director of Admission, this position serves as a member of the Admission Team in the Enrollment division. This position is primarily responsible for recruiting students to achieve enrollment goals.

**Primary Duties and Responsibilities:** May include, but are not necessarily limited to the following:

- Actively and energetically serve as a member of the Admission Team managing a recruitment territory to assist in achieving enrollment goals for the College.
- Implement recruitment strategies as outlined in the enrollment plan in the assigned territory to include, but not limited to, high school visits, college fairs, area receptions, and events.
- Initiate, plan, and execute special projects in conjunction with the goals of the office.
- Work with current students, parents and alumni organizations that assist with the recruitment of students.
- Provide admission presentations and interviews to visitors during on and off-campus events.
- Review applications for admission and for academic scholarship.
- Counsel students and families of admission requirements, process guidelines, financial aid and scholarship information, residence life, athletics, fine arts, etc.
- Provide continual follow-up to students and parents via phone, text message, letters, email, and scheduled appointments.
- Complete regular reports related to recruitment, projections, personal schedule, travel, special programs, and professional development.
- Adhere to all College policies and procedures regarding travel and other requirements.
- Perform other miscellaneous job-related duties as assigned.

**Knowledge, skills and abilities required:** To perform this job successfully, an individual must be able to perform each duty satisfactorily. The requirements listed below are representative of the knowledge, skill and/or ability required.

(Admission Counselor 12.06.21)

- Demonstrated ability to think critically and initiate and implement projects independently.
- Knowledge of Monmouth College and all its programs and services.
- Communicate effectively via phone, text, and email as well as in public settings.
- Demonstrated ability to work with a wide range of people and commitment to diversity.
- Knowledge or willingness and ability to learn TargetX (CRM) to enhance recruitment tasks.
- Experience with, and sensitivity to, diverse populations.
- Knowledge of the sales strategies and the skills regarding the recruitment process.
- Ability and willingness to keep sales process through phoning and other types of communication.
- Knowledge of admissions processes and policies; as well as NACAC's Statement of Principles of Good Practice (SPGP).
- Ability to travel and work a varied schedule with flexible hours, including nights and weekends.
- Required to maintain a valid driver license and satisfactory driving record.
- Knowledge of Microsoft environments, especially Outlook, Word and Excel.
- Ability to represent the office and the College in a professional manner.

**Work Relationships:** Works directly with other members of the Admission Office Staff. Daily contact with prospective students and their families, current students, staff, faculty, alumni, and persons outside the campus community.

**Education & Certifications:** Bachelor's degree in communications, marketing or related field required.

**General Expectations of the Position:** Work effectively and collaboratively with the supervisor, colleagues, and other college staff. Maintain confidentiality. Conduct is expected to be professional and courteous. Work is to be carried out in a manner that promotes and is consistent with the intrinsic goals of Monmouth College. Regular and predictable attendance at work as assigned is an essential function of the job. All requirements are subject to change, with possible modifications made to reasonably accommodate individuals with disabilities.

**Additions, Amendments and Deletions:** The whole or any portion of this description may be added to, amended, or deleted at any time by the position supervisor, department head, or the President.