

Admissions Counselor

The admission counselor serves as the primary contact for prospective students interested in academic programs at Point University. This position is multi-faceted, so the ability to multi-task and produce in high stress environments is highly encouraged. Possessing leadership traits and taking initiative in project planning are must haves to succeed in this position and in the work environment.

Essential Responsibilities

- Establishes and cultivates positive college relationships with Christian high schools, public high schools, guidance counselors, churches, youth pastors, community colleges, community organizations, current and prospective students, parents, and alumni for recruitment purposes.
- Processes applications and manages their follow-up (e.g. mailings, e-mail, phone calls) to increase inquiries in assigned geographic territory or targeted student population.
- Advises prospective students and their parents about the admission process and procedures. This includes advisement about the financial aid process and procedures, so as to ensure the enrollment management process is being followed.
- Works collaboratively with other departments to ensure a smooth entry process for new students who enroll at Point.
- Assists with the development and implementation of a comprehensive marketing and recruitment plan for undergraduate prospective students and their parents.
- Assists with the design and execution of recruitment and marketing events, projects and activities (e.g. College Fairs, Skyhawk for a Day, Open Houses, Link, etc.).

Required Attributes and Skills

- Bachelor's Degree
- Demonstrated high level of initiative and self-motivation
- Able to work under strict time constraints to meet deadlines
- Ability to plan, develop, implement, market, and evaluate recruitment, marketing, and admission programs and services for undergraduate students.
- Ability to advise, mentor, and motivate undergraduate students.
- Excellent interpersonal, communication, and teamwork skills.
- Excellent organizational skills with the demonstrated ability to multi-task and prioritize work.
- Excellent computer skills, such as word processing, spreadsheets, data bases, desktop publishing, blog writing, and social networking via the Internet.
- Ability to travel up to 30% and manage an out-of-state and in-state geographic territory.

Preferred

- Preference given to those with two-three years related experience in the college/university setting (e.g. Telecounselor, College Ambassador program, etc.) and/or sales experience.