



## Job/Position Description Admissions Counselor

### APPLICATION PROCESS AND HIRING TIMELINE INFORMATION

To apply for this position you should submit a [KWU Employment Application](#), cover letter, resume/curriculum vitae, and your salary requirements. Please email your application materials to [hr@kwu.edu](mailto:hr@kwu.edu).

In your cover letter please pay special attention to matching your actual qualifications to the required qualifications listed in this Job Description. Make sure you reference the position title on the subject line of your email. No phone calls please.

The timeline for filling this job is:

- Applications will be taken until job is filled.
- Interviews will begin when qualified applicants are identified, and continue until the job is filled.
- The job starts after July 1, 2021.

We will not check personal references or present and past employers without first notifying you of our intent to do so. KWU is an Equal Opportunity Employer.

### ADMINISTRATIVE INFORMATION

**POSITION:** Admissions Counselor

**POSITION'S GROUP:** Advancement, Admissions, MARCOM

**GROUP'S MAJOR RESPONSIBILITIES:** The Advancement and Admissions Office advances the mission of Kansas Wesleyan University through exceptional marketing and communications, student-centered recruiting, and donor-centered fundraising activities.

**POSITION'S DEPARTMENT:** Admissions Department.

**DEPARTMENT'S MAJOR RESPONSIBILITIES:** The purpose of the Admissions Department is to recruit, admit and enroll prospective students in becoming members of the Kansas Wesleyan University community. The Department is responsible for conducting all activities to accomplish enrollment goals set by the institution.

**POSITION'S DIRECT SUPERVISOR:** Mary King, Assistant Director of Recruitment

**DATE POSITION LAST REVIEWED OR ANALYZED:** June 2021. Ken Oliver, Vice President of Advancement, Admissions, and MARCOM; Becky Mathews, Human Resources Specialist

**POSITION'S EMPLOYMENT STATUS:** Full-Time, Non-Exempt, Staff, At-Will.

**POSITION'S SALARY AND BENEFITS:** Final salary is dependent upon the successful candidate's experience and qualification. Full-time benefits as outlined in the university benefits package found on the university's job web site.

### JOB INFORMATION

**JOB SUMMARY:** Promote and represent Kansas Wesleyan University as the first point of contact for prospective students, families, and counselors. Educate them on KWU's curricular and co-curricular programs as well as policies and procedures required for admission, scholarships, and financial aid. Support prospective students through one of the most important chapters in their lives - inquiring about KWU, applying, committing, and enrolling.

**JOB WORKS WITH:** All employees of the University to include administrators, staff, faculty, and students.

**JOB'S STAFF AUTHORITY:** None

**JOB'S BUDGET AUTHORITY:** None

**JOB'S PHYSICAL WORKING CONDITIONS:** Ability to operate a motor vehicle, travel as much as 500 miles in one day, and carry catalog cases weighing up to 50 lbs.

**JOB'S UNUSUAL HAZARDS OR WORKING CONDITIONS:** none

**JOB'S EQUIPMENT:** University phone system, University computer system, desktop computer.

**JOB'S WORK SCHEDULE:** Due to the nature of the work, weekend and evening hours are required beyond normal work hours, as well as greater than 40-hour work weeks during the heavy recruiting seasons. Total expected annual work hours for this Job are 2,500.

**JOB'S TRAVEL REQUIREMENTS:** Evenings, weekends and overnight travel will be required. (Must possess a valid driver's license.)

## JOB DUTIES AND PERFORMANCE STANDARDS

### **JOB'S ESSENTIAL DUTIES: (85% of time)**

1. Admissions/ Outreach (70% of time)
  - Formulate a plan for recruiting students within your assigned territory.
  - Attend recruiting events such as college fairs, open houses, and other community activities to identify students interested in attending KWU.
  - Build strategic relationships with recruiting partners such as high schools and community organizations to promote KWU.
  - Counsel prospective applicants. One-on-one admissions counseling occurs primarily through phone calls, email, text, letters and some in person appointments.
  - Move prospective students in your territory from inquiry to applicant to admit to deposited student to enrolled student. Ensure they complete all requirements and set expectations with them for what the KWU experience will be like.
2. Customer Relationship Management (15 % of time)
  - Enter all correspondence notes with prospective students during the enrollment process.
  - When appropriate, enter new inquiries into the CRM.

### **Other Activities (15% of time)**

1. Attend KWU Preview Days and other Special Events as needed.
2. Other activities assigned by the Associate Director of Admissions and VP.

### **JOB'S PERFORMANCE MEASURES:**

1. The effectiveness of the counselor on the overall recruitment of his/her area, including reaching short and long term goals (This includes reaching yearly enrollment goals, as well as, strong numeric representation at campus visit programs).
2. Continuous building of relationships with high school counselors, college academic advisors, youth pastors, and other individuals and groups which will enhance recruitment.
3. Personal growth, as seen in making mature business decisions, organizational skills, and utilization of time.
4. Demonstrating initiative and creative thinking in an effort to assist and improve the daily flow of responsibilities for the department as a whole.

## JOB QUALIFICATIONS

### **EDUCATION:**

- MINIMUM REQUIRED: Bachelor's Degree
- PREFERRED: Master's Degree

### **CERTIFICATIONS AND LICENSES:**

- MINIMUM REQUIRED: NONE
- PREFERRED: NONE

### **WORK EXPERIENCE:**

- MINIMUM REQUIRED:
  - 1 to 3 years related professional work experience in higher education or similar customer service capacity.
- PREFERRED:
  - Experience in interpreting policies and procedures to prospective students.

### **KNOWLEDGE, SKILLS, ABILITIES, and ATTITUDES – KSAA’s:**

- MINIMUM REQUIRED
  - Demonstrable ability to manage a specific geographic recruitment region by utilizing data for decision-making and travel priorities.
  - Demonstrable passion for the small, private, liberal arts educational community.
  - Demonstrable alignment with the mission and vision of KWU.
  - Demonstrable professional level oral and written communication skills.
  - Demonstrable proficiency in using Word and Excel.
  - Demonstrable ability to work well with others and in teams.
  - Demonstrable ability to prioritize duties and to execute detailed work.
  - Demonstrable ability to maintain confidentiality.
  - Demonstrable punctuality and reliability in attendance.

### **NOTICE OF SPECIAL JOB OR EMPLOYMENT REQUIREMENTS**

1. THIS JOB DESCRIPTION IS NOT DESIGNED TO COVER OR CONTAIN A COMPREHENSIVE LIST OF ALL DUTIES AND RESULTS TO BE PERFORMED IN THIS JOB. DUTIES AND PERFORMANCE STANDARDS MAY BE ADDED, SUBTRACTED, AND/OR CHANGED BY YOUR SUPERVISOR AT ANY TIME DUE TO CHANGES IN DEPARTMENT OR UNIVERSITY REQUIREMENTS.
2. Unless exempt due to an employment contract signed by the President of the University, all employees of Kansas Wesleyan are considered as an “at-will” employee.
3. All employees of Kansas Wesleyan University are considered to be “responsible employees” pertaining to Title IX regulations concerning both the prevention and reporting of sexual assault or harassment situations. As such, all employees must communicate with the Title IX Coordinator if they witness or hear about a sexual assault or harassment situation.
4. Kansas Wesleyan University is an equal opportunity employer and complies with EEOC and ADA employment requirements. It is and has been the policy of Kansas Wesleyan University to grant equal opportunity to all qualified persons without unlawful discrimination based on race, color, gender, age, national origin, ancestry, ethnicity, disability, sexual orientation, religion, or veteran status. In order to fulfill its mission as a United Methodist affiliated institution, preference in hiring shall be given to persons who can affirm the Institution’s mission.
5. All “offers of employment” are subject to a criminal background check prior to employment.