

Position: Admissions Counselor

APPLICATION PROCESS AND HIRING TIMELINE INFORMATION

To apply for this position, you should submit:

1. [KWU Employment Application](#)
2. Cover letter,
3. Resume/curriculum vitae,
4. Three references,
5. Desired salary (may be entered on application)
6. Please email your application materials to hr@kwu.edu.

The timeline for filling this position is:

- Applications received by May 22, 2026 will be given priority. Applications will continue to be taken until the position is filled.
- Interviews will begin when qualified applicants are identified and continue until a hiring decision is made.
- The position starts on June 8, 2026.

KWU is an Equal Opportunity Employer and encourages diversity in employment. We will check references of past employers and personal references. We will acknowledge receipt of your application as soon as we receive it.

Location: Admissions

Overview: The Admissions Counselor serves as a primary representative of Kansas Wesleyan University and is often the first point of contact for prospective students, families, and high school counselors. This position is responsible for promoting and articulating the value of a KWU education, guiding students through the enrollment process from inquiry to matriculation, ensuring all necessary institutional enrollment requirements are met while supporting institutional recruitment goals.

The Admissions Counselor plays a critical role in helping students navigate one of the most important chapters of their lives—exploring KWU, applying, committing, and enrolling.

Position employment status: This position is classified as full-time, exempt, staff, at-will.

Work Schedule: Full-time position, standard business hours with flexibility required. Evening and weekend work may be required for recruitment events, Preview Days, and special programs. Travel within the assigned geographic territory may be required

Salary & Benefits: Salary rate is dependent upon the successful candidate's experience and qualifications. Benefits are available for full-time employees.

Key Responsibilities

Admissions & Outreach (70%)

- Develop and execute a strategic recruitment plan for an assigned geographic territory.
- Manage and grow a specific recruitment region using data to guide decision-making and travel priorities.
- Counsel prospective students and families throughout the admissions process via phone calls, email, text messaging, letters, and virtual or in-person appointments.
- Move students within the assigned territory through the enrollment funnel: inquiry → applicant → admit → deposited → enrolled.
- Clearly communicate admissions requirements, scholarship opportunities, financial aid processes, and university policies.
- Set appropriate expectations for the KWU student experience, including curricular and co-curricular opportunities.
- Build and maintain relationships with high school counselors, college advisors, youth pastors, and other key influencers.

Customer Relationship Management (15%)

- Maintain accurate and timely documentation of all student interactions in the CRM system.
- Enter new inquiries and correspondence notes to ensure accurate tracking of recruitment progress.
- Utilize CRM data to manage territory performance and support enrollment goals.

Other Activities (15%)

- Represent KWU at Preview Days, campus visit programs, and other special events.
- Assist with departmental initiatives and projects as assigned by the Assistant Vice President of Enrollment and Executive Vice President.
- Contribute to overall departmental success through initiative, collaboration, and creative problem-solving.

Qualifications

- Demonstrated ability to manage a geographic recruitment region using data-driven strategies.
- Demonstrated passion for small, private, liberal arts education.
- Demonstrated alignment with the mission and vision of Kansas Wesleyan University.
- Professional-level written and verbal communication skills.
- Proficiency in Microsoft Word and Excel.
- Ability to work effectively both independently and collaboratively in team environments.
- Ability to prioritize duties and execute detailed work with accuracy.
- Ability to maintain confidentiality.
- Punctuality and reliability in attendance.

Education

- **Minimum Required:** Bachelor's Degree
- **Preferred:** Master's Degree

Experience

- **Minimum Required:** 1–3 years of related professional experience in higher education, admissions, recruitment, or a comparable customer service-focused role.