



Job Description

Position: Admissions Counselor

Job Summary:

The Admissions Counselor supports the Admissions Office in its recruitment efforts to attract and build relationships with prospective students. The Admissions Counselor coordinates the communication and marketing plans via social media, printed materials, the relationship management system and by representation at community outreach events. The Admissions Counselor will know and communicate the university admission requirements, policies, and procedures and develop lead inquiries into enrolled students. The Admissions Counselor reports to the Director of Admissions and Marketing.

Responsibilities:

1. Inform prospective students of the university admission requirements, policies, and procedures.
2. Use, customize, and update the relationship management system to produce effective communications to prospective students.
3. Collaborate with University personnel to maintain, update, and develop promotional materials, including; viewbooks, brochures, website, newsletters, social media (Facebook, Instagram, Twitter, YouTube).
4. Conduct new student orientation; presenting the Populi learning management system, advising on registration policies and procedures; in-person and/or online.
5. Collaborate with University personnel to produce and place advertising via Google search terms, Facebook, newspaper and other venues.
6. Communicate with prospective students and community through presentation, telephone, email, and special events.
7. Understand and be able to communicate international student policies, financial aid policies, Veteran's benefits, etc.
8. Select, train, and direct student-workers to support the recruitment and outreach objectives.
9. Compile, report, present recruitment data from marketing efforts and other academic records.
10. Manage the application process; communicate frequently to certify all documents are received prior to admission decision.
11. Conduct the new student appointment to advise on first term course selection, transfer credits, and enrollment agreement.
12. Perform a variety of general office duties including keeping up-to-date records, organizing communications, attending meetings, serving on various committees, and working on office projects.
13. Complete other duties as assigned.



Minimum Qualification Requirements

- Bachelor's Degree in Marketing, Communication, Education, or other related field.
- One year of similar work experience
- Valid driver's license
- Strong organization, collaboration and communication skills and professionalism.
- Demonstrated ability to conduct and implement marketing and communication plans.
- Evidence of strong writing, editing, interpersonal, presentation and marketing skills.
- Demonstrated proficiency in using word processing, image processing, content management systems, CRMs, learning management systems, communication analytics and social networking tools in communications or marketing programs.
- Ability to work independently and collaboratively with a team of colleagues.
- Ability to handle and prioritize tasks while maintaining strong attention to detail.

Please submit cover letter, resume and at least three references to:

Human Resources Office

Tel: (702) 463-2122

Email: hr@wongu.edu