

New England's top Christian college is seeking an Admissions Counselor

Role Summary:

The Admissions Counselor serves as the primary point of contact and relationship manager for prospective students, families, and key influencers within an assigned geographic territory. This role is a quota bearing role and responsible for achieving annual enrollment goals by implementing targeted recruitment strategies, delivering exceptional customer service, and utilizing data-driven approaches to attract and enroll approximately 70 new students annually.

Key Responsibilities

1. Territory Management and Strategy Execution

- Develop and implement a strategic recruitment plan for the assigned territory using enrollment data, predictive modeling, and CRM tools.
- Meet or exceed assigned weekly, monthly, and annual benchmarks for student contacts, applications, visits, and enrollments.

2. Direct Student Recruitment and Relationship Building

- Conduct personalized and consistent outreach to prospective students and families through phone calls, emails, texts, social media, and in-person interactions.
 - Complete 75-100 high-quality, individualized contacts weekly, ensuring accurate and timely updates in the CRM system.
 - Prioritize and promote campus visits as a key step in the decision-making process.
- Schedule and conduct admissions interviews (in-person and virtual) to assess students' fit and interest in the college.
- Serve as a liaison, connecting prospective students with faculty, staff, and campus resources to enhance their engagement.

3. Event Participation and Representation

- Represent the college at campus admissions events, including open houses, preview days, and weekday visits, with a focus on delivering personalized experiences.
 - Work flexible hours, including evenings and weekends, to support recruitment initiatives and events.
- Plan and execute up to 15 multi-day recruitment trips annually, attending college fairs, visiting high schools, and participating in strategic off-campus events.

4. Recruitment Presentations and Promotions

- Deliver persuasive, engaging, and adaptable presentations to individuals and groups, highlighting the value and distinctiveness of the college.
- Collaborate with the Director of School Relations to schedule high school visits, ensure placement of marketing materials, and maintain visibility in key locations.

5. Funnel Management and Data Utilization

- Track, analyze, and prioritize prospective students through the admissions funnel, using data-driven insights to guide recruitment efforts.
- Provide weekly updates on territory performance, funnel status, and goal progress to the Director of Recruitment and admissions leadership.

6. Student Counseling and Enrollment Support

- Advise prospective students and families on the college search process, academic offerings, admissions criteria, and financial aid options.
- Articulate the value of a Sample College education, guiding families through financial aid discussions and escalating appeals when necessary.
- Recommend admission decisions based on student qualifications and suggest opportunities for additional programs (e.g., Honors, fellows).

Additional Responsibilities

- Participate in Admissions Council meetings and provide detailed reports on territory performance and recruitment activities to leadership.
- Collaborate with other admissions team members, including tele-counseling staff and church relations coordinators, to maximize outreach in the territory.
- Read and evaluate admissions files, providing recommendations for acceptance.
- Support additional recruitment and enrollment initiatives as needed.

Required Knowledge, Skills, and Abilities

To excel in this role, candidates must demonstrate the ability to perform key responsibilities, with or without reasonable accommodation, through the following qualifications:

1. Must profess faith in Jesus Christ as Lord; must accept Gordon's Statement of Faith and Statement of Life and Conduct; must practice Christian values in daily interactions with students, faculty, staff, and the public as outlined by Gordon's Statement of Life and Conduct; and must work to advance Gordon's mission through this position.
2. Must possess a desire make Gordon a place that welcomes people in to the community. In Admissions this includes practicing Christian hospitality, building relationships with prospective students and families, and connecting them to people and departments on campus that enable prospective students to see Gordon as their future home.
3. Bachelor's degree
4. Two or more years' work experience in the areas of admissions, marketing, sales, public relations, or related fields highly preferred.
5. Understanding of admissions requirements and procedures.
6. Understanding and enthusiasm for the value of a Christian liberal arts education
7. Broad knowledge of College programs, activities and opportunities
8. Appreciation of the overall philosophies and objectives of the College, with ability to present them effectively to prospective students, families, schools, churches and other audiences.
9. Eagerness and persistence in the development of prospective applicants and applicant sources.
10. Ability to communicate effectively on the telephone, by email and in person to large and small groups.
11. Ability to use good judgment in the interview and assessment of prospective students.
12. Strong verbal and written communication skills along with the interpersonal skills to put visitors at ease.
13. Ability to have a flexible schedule to accommodate regular evening calling hours and occasional weekend commitments
14. Ability to travel away from home for extended periods.
15. Sufficient physical mobility to visit schools, churches and private homes and transport admissions materials.
16. A valid driver's license with at least two years of licensed driving experience (if under 25 years of age), the ability to rent and drive a car, and to complete travel assignments independently by air or automobile.
17. Competence in using Microsoft Office products: Outlook, Word, Excel and PowerPoint. Experience with Admissions CRM (Slate) and database software preferred
18. Minimum 2-year commitment.

Reports To: Senior Director of Admissions

Department: Admissions

Hiring Range: \$46,000-\$65,000

FLSA Status: Full-time exempt

Location: in-person

Benefits include:

- Health, Dental and Vision insurance
- Generous Paid time off and 12 paid holidays a year
- Free access to the Bennett Athletic Center on campus
- Life insurance
- Relocation assistance
- Retirement plan
- Tuition remission for employees, spouses and dependents
- 50% discount on food and beverages at any Dining Services location