



Savannah State University Position Description – Admissions Counselor

POSITION DESCRIPTION

Position Title: Admissions Counselor FLSA Status: Exempt
Reports to: Asst. Director of Admissions for Recruitment
Division: Admissions
Date Prepared: August 2010

BASIC FUNCTION

Reporting directly to the Assistant Director of Admissions for Recruitment, this administrative, exempt position requires a combination of communication, customer service and technology related experience; responsibilities include development and effective utilization of recruitment strategies to achieve desired recruitment goals.

NATURE & SCOPE

In fulfilling the responsibilities of this position the Admissions Counselor interprets current admission standards and policies for high school counselors, transfer counselors, potential students and their families and assists potential students and their families with the admissions process. The Admissions Counselor organizes, schedules, and participates in college fairs, career fairs, school visits, group tours of campus and other presentations.

PRINCIPLE ACCOUNTABILITES

1. Directly responsible for recruitment efforts in a specified territory.
2. Assist in developing and analyzing marketing and advertising campaigns.
3. Develop and maintain a mutually beneficial relationship with high school counselors and/or community college advisors to support and encourage student recruitment.
4. Assist with the coordination and evaluation of direct mail and follow-up mailing efforts to recruit students.
5. Organize and coordinate Open Campus and PROBE College fairs; assist in planning of STAR (Student, Testing, Advisement and Registration) and new student orientation as needed; counsel students on the need for the COMPASS Exam.
6. Work collaboratively with the Assistant Director of Admissions for Recruitment and other Admissions Counselors in connecting students to the university.
7. Contact all new applicants in a timely fashion and report comments in BANNER; work with departmental contacts with questions regarding connectivity.
8. Work closely with other Admissions Counselors regarding the maintenance of the tour database, and the scheduling and giving of campus tours; train tour guides and student workers as needed.
9. Assist with the maintenance and expansion of recruitment database files.
10. Update, organize, and maintain current inventory of recruitment supplies and documents.
11. Assist in developing and analyzing marketing and advertising campaigns.
12. Assist in developing and evaluating recruiting publications for the recruitment and marketing offices.
13. Plan and execute high school counselor luncheons.

SPECIALIZED KNOWLEDGE, SKILLS, ABILITIES AND/OR COMPETENCIES REQUIRED

Baccalaureate Degree Required; one or more years of student recruiting and marketing experience in higher education preferred. Ability to lift a minimum of 20 pounds, sit for extended periods, and work nights and weekends. Thorough knowledge of University System of Georgia admissions policies and procedures. Strong Communication and analytical skills. Effective organization, time management and human relations skills. Computer literacy including experience with word processing and database programs; experience with BANNER preferred. Ability to maintain accurate records, to assemble and organize data, and to prepare reports. Ability and willingness to travel as position dictates.