



Savannah State University

Position Description – Admissions Counselor/Minority Recruitment Officer

POSITION DESCRIPTION

Position Title: Admissions Counselor/Minority Recruitment Officer **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/Minority Recruitment Officer 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 with the goal of recruiting minority students.

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 minority student recruitment.
4. Assist with the coordination and evaluation of direct mail and follow-up mailing efforts to recruit a diverse minority student population.
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. Directly responsible for recruitment efforts to attract various minority groups to the campus.
7. Work collaboratively with the Assistant Director of Admissions for Recruitment and other Admissions Counselors in connecting students to the university. Responsible for contacting all new applicants in a timely fashion and reporting 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 to reach minority students.
12. Assist in developing and evaluating recruiting publications for the recruitment and marketing offices with emphasis on Minority students.
13. Plan and execute high school counselor luncheons.

SPECIALIZED KNOWLEDGE, SKILLS, ABILITIES AND/OR COMPETENCIES REQUIRED

Baccalaureate Degree Required; one or more years of minority 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, assemble and organize data, and to prepare reports. Ability and willingness to travel and work nights and weekends as required.