

## Saint Michael's College Job Description

**Job Title:** Admission Counselor or Assistant Director of Admission

**Department:** Admission & Enrollment

**Supervisor or Manager:** Director of Admission

**Date Created:** 07/05/2005

**Last Revised:** 12/15/2022

***Our Mission:*** It is the mission of Saint Michael's College to contribute through higher education to the enhancement of the human person and to the advancement of human culture in the light of the Catholic faith.

### **Major Objectives:**

- Benefits of a Saint Michael's College education are promoted among high school counselors, prospective students and their families, and other constituencies
- Meets with Prospective First-year and Transfer students
- Evaluates First year and Transfer applications
- Assists and supports prospective students in the college search process

### **Essential Duties and Responsibilities:**

- Manages a recruitment territory within a designated geography. Territory management includes such activities as cultivating relationships with inquiring students, visiting with them in their home regions and/or on-campus, evaluating their admission applications, and individually encouraging them to choose Saint Michael College during yield season. Territory managers work creatively and use strategic, data-driven techniques employing strong telephone, electronic, and in-person communication skills
- Develops a nuanced understanding of high schools in an assigned geographic territory and acts as the primary admission contact for those schools. Plans and executes a significant travel schedule on behalf of the College to support this relationship-building
- Prepares for travel by determining, through research, where and who to visit, schedules and confirms appointments, and makes travel arrangements
- Schedules and participates in approved travel to assigned regions including, but not limited to, high school visits, college fairs, career days, college nights; implements additional activities such as off-campus receptions, phone and email outreach, and web-based chats
- Meets with students and parents in the assigned region and on campus to provide information regarding college programs; participates in other recruiting activities as assigned. Develops working knowledge of admission and financial aid process and of academic programs and student life
- Approaches travel planning, interacting with students and families, and reading applications from the lens of equity, inclusion, and belonging
- Participates in departmental and college-wide programs to further develop skills and awareness to support an inclusive working and learning environment, and to be able to identify areas where biases and inequities exist in the admission process and procedures
- Reviews applications of prospective students and recommends admission decisions; pursues necessary follow-up or support activity for enrollment established criteria and goals for admission decisions; completes review in a timely manner
- Uses strong analytical and decision-making skills to read and evaluate a large number of applications while meeting deadlines
- Develops a working knowledge to leverage the College's customer relationship manager (Technolutions Slate), enterprise resource program (Oracle), and available technology and data in recruitment activities. Documents processes and provides written reports and analysis of specific areas of responsibility

- Establishes and maintains personal contact by written correspondence, telephone, email, SMS, and other communication vehicles with school counselors, alumni, parents, and others who refer students to the college. Counsels prospective students and parents on the admission process, programs, and opportunities
- Maintains all travel contacts and timely filing of all reports regarding all activities (this includes a reporting/rating of all activities, expense reports, and follow-up with counselors and students)
- Makes effective, regular on-campus presentations to visiting groups of students and their families
- Assumes responsibility for organizing and implementing designated projects/programs
- Executes responsibilities in a manner consistent with the service philosophy and orientation of the Admission Office
- Supports and connects prospective students and families to the Saint Michael's College mission and Edmundite values, and shares the value of a liberal arts education grounded in the Catholic intellectual tradition

**Secondary Responsibilities:**

- Assists in the efficient and effective operation of the Admission office as needed
- Helps train new employees
- Plays an active role in the Saint Michael's College community
- Participates in professional admission organizations
- Updates student information and maintains data records

**Positions Supervised:**

- None

**Major Contacts:**

- Prospective students, parents, school counselors, and alumni
- A variety of staff, faculty, and students from Saint Michael's College community
- Other admission professionals
- Vice President of Enrollment and Marketing
- Director of Admission

**Demonstrates Excellence in this Position:**

- Engages with students and constituents with a high level of inclusivity, equity, and sensitivity
- Displays a commitment to continuous growth and development in supporting students with historically excluded, underrepresented, and minoritized identities
- Understands the impact, challenges, and barriers that racism, inequities, and bias have on developing systems of advantage and disadvantage relative to access and attainment in higher education
- Demonstrates strong organizational skills with both daily and long-range tasks for a high level of efficiency
- Exhibits highly effective and compelling written, oral, and presentation skills
- Motivates and guides student, alumni, faculty, and staff volunteers effectively and enthusiastically
- Uses excellent judgment and extensive planning when using Saint Michael's College funds
- Understands and respects the power, influence, and responsibility of being a representative of Saint Michael's College
- Works collaboratively with other members of the Admission staff

**Education and Work Experience:**

- Bachelor's degree, preferably in a liberal arts discipline

**Analytic Skills:**

- The ability to recognize several likely causes of events, analyze relationships among several parts of a problem or situation, and then formulate a multi-step response

**Language and Literacy Skills:**

- Prepares and delivers written and spoken information to small and large groups
- Effectively manages meetings
- Communicates regularly and effectively with a wide range of groups

**Computer/Technology Skills:**

- Familiarity with Microsoft Office products

**Licenses, Certifications and Other Requirements**

- Must meet driver's eligibility requirements as stated in the Saint Michael's College *Vehicle Use Policy*

**Physical Demands:**

Work is often performed in a typical office environment requiring:

- Sitting in a normal seated position for extended periods of time
- Driving for long periods of time during travel seasons
- Reaching by extending hand(s) or arm(s) in any direction
- Dexterity sufficient to manipulate objects with fingers, for example operating a computer keyboard
- Communication skills using the spoken word
- Vision sufficient to see within normal parameters
- Hearing sufficient to hear within normal range
- No or very limited physical effort
- No or very limited exposure to physical risk

While performing the duties of Admission Counselor or Assistant Director of Admissions, the employee is regularly required to travel, sit or stand as well as walk for extended periods of time. The employee must occasionally lift and/or move 26-50 pounds.

The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with a disability to perform the essential functions.

**Additional Requirements for the Job:**

- Ability to work independently and produce results
- Flexibility to work irregular hours including nights and weekends
- Capability for extensive travel, which could include overnights, regionally and nationally
- Ability to do a great deal of long-distance driving

The above job description in no way states or implies that these duties are the only duties performed by this employee. The incumbent is expected to perform other related duties necessary for the effective operation of the College.