

Saint Michael's College Job Description

Job Title: Admission Counselor

Department: Admission & Enrollment

Supervisor or Manager: Director of Admission

Date Created: 07/05/2005

Last Revised: 06/27/2025

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:

- Promotes the benefits of a Saint Michael's College education to high school guidance counselors, prospective students and their families, and other constituencies
- Interview and evaluate first-year and transfer applicants
- Assist and support 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's during yield season. Territory managers work creatively and use strategic, data-driven techniques employing strong telephone, electronic, and in-person communication skills
- Participates as needed in collateral admission assignments including working with international and graduate students.
- Schedules and participates in approved travel to assigned regions including, but not limited to, high school visits, fairs, career days, college nights; implements additional activities such as off-campus receptions, phone and email outreach, and web-based chats.
- Interviews 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.
- Prepares for travel by determining, through research, where and who to visit, schedules and confirms appointments, and makes travel arrangements
- Develops and demonstrates a multicultural awareness and contributes to cultivating an inclusive, diverse, and respectful college community. Demonstrates fair and inclusive behavior when interacting with staff, faculty, students, and visitors to the college. Promotes a flexible, collaborative, and inclusive work and living environment and engages in educational opportunities to increase awareness and understanding of diversity and inclusion.
- 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.
- Develops a working knowledge to leverage the College's student information system (Ellucian Colleague), 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 an accurate record of expenses
- Presents to groups about the college at information sessions and open houses
- 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 the Mission of Saint Michael's College and the Edmundite, Catholic heritage. Eloquently articulates 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, guidance 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:

- 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. Often in speaking, represents the institution to the audience. 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, 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.