

Admissions Counselor – Aurora, IL

SUMMARY

Implements and conducts recruitment activities towards potential student markets and works within targeted areas to increase enrollment activities. In addition, establishes external partnerships with businesses, educational facilities, and community agencies.

EDUCATION: Associate degree and 2+ years of relevant experience.

EXPERIENCE: One to two years of relevant experience in a marketing/sales role and/or an understanding of the recruitment process, outreach activities, and public relations and marketing essentials. Demonstrated creativity, innovation, and experience working with diverse populations.

KNOWLEDGE: Demonstrated understanding of marketing, recruiting, outreach, and effective communication techniques.

SKILLS: Excellent verbal and written communication skills; ability to effectively prepare and present information/presentations in a professional manner; superior recruiting skills with experience in consultative sales techniques; high level of interpersonal communication skills; strong initiative/self-starter; computer literate.

RESPONSIBILITIES

1. Provides prospective students with necessary admission information and counseling.
2. Performs registration functions and possible computer-related recruitment.
3. Establishes and maintains relations with high school counselors, agency directors, business affiliates, and various other areas to facilitate student enrollment.
4. Provides and helps organize campus tours.
5. Organizes and conducts recruitment visits and assists in preparing recruitment and outreach campaigns, marketing plans, and promotional materials.
6. Responsible for planning and delivering recruitment presentations.
7. Provides information to students, the public, parents, faculty, and staff regarding instructional programs and student resources.
8. Counsels prospective students on instructional programs, course planning, financial aid, admissions, registration and general student services.
9. Attends various trade shows, community activities, and special events.
10. Assists with developing Internet and web-based functions for marketing, outreach, and recruitment activities.

11. Develops and maintains contacts with external organizations that offer potential recruitment and placement possibilities.
12. Responsible for the recruiting of an assigned academic area within the college and additionally targets low enrollment curriculums each semester as assigned by supervisor.
13. Develops annual enrollment-related goals, with Director of Admissions, for evaluation on at least a semi-annual basis.
14. Participates in extensive travel and is often required to work a varied schedule, including evenings, early mornings, and weekends.
15. Assists with the developing, planning, and implementation of new and existing recruitment and admissions-related activities.
16. Works with assigned high schools to foster partnerships and increase enrollment per school.
17. Responsible for enhanced tracking of potential students and establishes initiatives that would improve follow-up.
18. Work with Slate CRM to enhance enrollment potential, and document prospective student communications.
19. Willingness to travel and work evenings and weekends.
20. Performs other job-related duties as assigned by the Director of Admissions and/or the Executive Director, Student Enrollment.

OTHER SPECIFICATIONS:

1. A valid driver's license is required.
2. Occasional travel away from the college is required.
3. Occasional moderate physical effort, primarily transporting recruitment materials, is required.
4. Proficient to fluent in verbal Spanish.

Job Type: Full-time, must be able to work between the hours of 9AM-7PM M-F, and 9AM-1PM Saturdays.

Experience:

- Admissions or Sales work: 2 years (Required)

Education:

- Associate (Required)

Language:

- Spanish (Preferred)

Work Location:

- One location

Benefits:

- Health insurance
- Dental insurance
- Vision insurance
- Retirement plan
- Paid time off
- Flexible schedule