

# OKLAHOMA BAPTIST UNIVERSITY

## POSITION DESCRIPTION

### ADMISSIONS COUNSELOR

**Reports to:** Associate Director of Admissions

**Supervises:** Student Workers, as assigned

#### **Expectations for all employees**

Oklahoma Baptist University achieves its mission based upon its core beliefs. All employees are expected to support these core beliefs and model them in their performance:

- *Commitment to the essentials of the Christian faith.*
- *People are treated with dignity and respect.*
- *Relationships are built on honesty, integrity, and trust.*
- *Excellence is achieved through teamwork, leadership, and a strong work ethic*
- *Efficiency is achieved through wise management of human and financial resources.*

#### **Purpose**

Provide the University with an adequate applicant pool to achieve its enrollment objective by planning, coordinating, and implementing recruitment programs and related activities. This is an entry-level position.

#### **Essential functions**

Recruit students through scheduled visits to churches, secondary schools, college fairs, and yield activities; make formal presentations to groups of students and parents on campus and in the community.

Interview prospective students and their parents to explain admission requirements and answer questions about the University.

Respond to written, telephone and personal inquiries and requests for information; explain admission policies, procedures, requirements, University programs and campus life; make referrals to other University offices as necessary.

Make recommendations to supervisor regarding recruiting plans and special programs to more effectively meet admission goals.

Establish and nurture effective relationships with youth leaders, high school guidance offices and individual counselors.

Maintain high visibility of the university where it is already established and enhance its visibility where deemed necessary by distributing university informational literature (catalogues, brochures, videos, view books, applications).

Develop a comprehensive marketing plan and strategy and constantly evaluate the success of the plan throughout the admissions cycle.

Maintain contact with all accepted students from the day of application to the day of enrollment

#### **Other duties**

Regularly review recruitment activities; recommend improvements to enhance effectiveness of the recruitment program.

Maintain the confidentiality of all department and University information.

Maintain files and compile admissions reports for supervisor.

Perform other duties as assigned.

## **Qualifications**

### **Knowledge, skills, and abilities**

Knowledge of principles of personal service, of methods for promoting services, including marketing strategy and tactics, demonstration, techniques, and control systems, of human behavior; individual differences in ability, personality, and interests.

Skill in motivating people, talking to others to convey information effectively, identifying indicators of system performance and the actions needed to improve or correct performance, and the use of logic and reason to identify the strengths and weaknesses of alternative solutions, conclusions or approaches.

Ability to communicate information and ideas, orally and in writing, so others will understand; to come up with unusual or innovative ideas and creative ways to solve a problem.

### **Education**

Bachelor's degree required; prefer degree in marketing, public relations, journalism, or related field.

### **Experience**

None required; experience in college admissions preferred.

### **Equipment**

Personal computer, including software  
Telephone  
Standard office equipment

### **Special Requirements**

Membership in an evangelical Christian church required; Southern Baptist church membership preferred.

Must provide own vehicle and proof of business use automobile insurance with BI & PD liability at 100/300/100 levels.