

# OKLAHOMA BAPTIST UNIVERSITY

## POSITION DESCRIPTION

### Admissions Counselor

**Department:** Admissions

#### **OBU Mission Statement**

OBU transforms lives by equipping students to pursue academic excellence, integrate faith with all areas of knowledge, engage a diverse world, and live worthy of the high calling of God in Christ.

#### **Core Commitments**

Oklahoma Baptist University achieves its mission through a shared commitment to the following expectations. All employees are expected to embrace these expectations and to model them in their behavior.

- *Commitment to the essentials of the Christian faith*
- *Commitment to the vision and mission of Oklahoma Baptist University*
- *Commitment to active membership in a local evangelical church*
- *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*

#### **Overview**

Are you looking for a career with a purpose? Do you want an exciting challenge to contribute to a life transforming experience for students? Oklahoma Baptist University exists to transform lives and you can play a part. At OBU, students learn how all knowledge connects and how that framework can be informed by a thoughtful Christian worldview.

The Admissions Team is looking for an Admissions Counselor to help develop the applicant pool. You will help the Admissions team achieve its enrollment objectives by planning, coordinating, and implementing recruitment programs and related activities.

#### **Job Role and Responsibility**

- 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
- Manage assigned territory and/or population in terms of developing and implementing a strategy to maximize yield of enrolled students
- 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 University where it is already established and enhance its visibility where deemed necessary by distributing informational literature
- Maintain contact with all accepted students from the day of application to the day of enrollment
- 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

### **Knowledge and Skills Required**

- Ability to communicate information and ideas, orally and in writing; come up with unique or innovative ideas and creative ways to solve a problem
- Able to establish and maintain effective working relationships with others
- Must have exceptional follow-up skills for closing communication loops
- Able to handle stressful situations in a fast-paced environment
- Knowledge of principles of personal service and promoting services, including marketing strategy and tactics, demonstration techniques, and control systems of human behavior; individual differences in ability, personality, and interest
- Possess high standards of conduct, appearance, and attitude
- Possess strong analytical skills including 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
- Possess knowledge of guest experience satisfaction
- Proficient with Microsoft Office
- Fast learner with Software Applications

### **Qualifications, Experience and Education**

- **Required:** Bachelor's Degree (preferred in marketing, communications, or related fields)
- **Preferred:** Bachelor's Degree in marketing, public relations, journalism, or related field
- **Preferred:** Experience in college admissions