

OKLAHOMA BAPTIST UNIVERSITY

POSITION DESCRIPTION

Title: Admissions Counselor

Department: Enrollment Management

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.

Expectations for all Employees

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

- *Demonstrate commitment to the essentials of the Christian faith.*
- *Commit to the mission and vision of Oklahoma Baptist University.*
- *Treat people with dignity and respect.*
- *Build relationships on honesty, integrity, and trust.*
- *Strive for excellence through teamwork, leadership, and a strong work ethic.*
- *Manage human and financial resources wisely and efficiently.*

Purpose:

The Admissions Counselor plays a vital role in developing a strong applicant pool and helping the Admissions team achieve its enrollment objectives. This position is responsible for managing an assigned recruitment territory, traveling extensively to high schools, churches, and college fairs to engage with prospective students and their families. The Admissions Counselor will implement targeted recruitment strategies to maximize yield and meet enrollment goals. This is an entry-level role that requires strong relationship-building skills and a passion for Christian higher education.

Essential Functions:

- Recruit students through scheduled visits to churches, secondary schools, college fairs, and yield activities; deliver formal presentations to groups of students and parents both on campus and in the community.
- Manage assigned recruitment territory by developing and implementing a strategic plan to maximize enrollment.
- Travel extensively to represent the university, build relationships, and promote the university's mission.
- Interview prospective students and their families to explain admission requirements and answer questions about the university.
- Respond to written, telephone, and in-person inquiries regarding admission policies, procedures, academic programs, and campus life; make referrals to other university offices, as necessary.
- Maintain consistent communication with all accepted students from application to enrollment.
- Establish and nurture relationships with youth leaders, high school guidance offices, and individual counselors to create strong referral networks.

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- Maintain and distribute university informational materials to enhance institutional visibility.
- Regularly assess recruitment activities and recommend improvements to enhance the effectiveness of outreach efforts.
- Maintain the confidentiality of all department and university information.
- Maintain files and compile admissions reports for the supervisor.
- Perform other duties as assigned.

Required Qualifications:

- Bachelor's Degree
- Knowledge of personal service principles, including marketing strategies, human behavior, and motivation techniques.
- Ability to communicate information clearly and effectively, both orally and in writing.
- Strong people skills, with the ability to build relationships and motivate prospective students.
- Excellent follow-up and organizational skills to ensure effective communication with internal and external parties.
- Ability to work independently and as part of a team in a challenging environment.
- High standards of professionalism, conduct, and appearance.
- Strong analytical and critical thinking skills.
- Knowledge of guest experience satisfaction and best practices in student recruitment.
- Must have sufficient mobility and physical stamina to walk across campus for office visits and campus tours.
- Proficiency in personal computers, software applications, and standard office equipment.
- Ability and willingness to travel extensively (50% or more) to high schools, churches, and recruitment events.

Preferred Requirements:

- Degree in marketing, public relations, journalism, or a related field.

Special Requirements:

- Must be a member of a local evangelical* Christian church.
*Evangelical is a broad term referring to segment within Christianity which maintains the authority of the Bible and the belief in salvation by faith in Jesus alone.
- ****Please apply using the link for “Administrative Applications” on the OBU website at: <https://www.okbu.edu/hr/jobs.html>**

OBU Benefits Summary:

OBU understands that our employees are our most valuable assets when fulfilling our mission. We strive to offer an extensive array of benefits and opportunities for employees to choose from. Full-time employees benefit from the generous OBU provision of premium contributions for nationwide family-friendly Health and Dental coverages along with free life insurance that includes accidental death and dismemberment equal to an employee's base salary. OBU provides access to optional employee-paid ancillary benefits like vision, hospitalization, critical illness, accident, additional employee-paid family life insurance coverages, and education benefits at

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OBU and other institutions of higher education. There is generous paid time off that includes annual granted vacation time, accrued sick leave, six annual holidays, and week-long breaks for Thanksgiving and Christmas that include energy conservation days. For all employees working at least half-time, there is an employer matching opportunity for retirement investments in a 403(b)(9) plan administered by GuideStone. There are numerous other rewards and opportunities for OBU employees including a FREE family membership to the OBU Recreation and Wellness Center or RAWC, Global outreach university mission trips, cafeteria discounts, and parking privileges to name a few. For more information about the current OBU employee benefits and opportunities, please contact the Human Resources staff at HR@okbu.edu.