

OKLAHOMA BAPTIST UNIVERSITY
POSITION DESCRIPTION

Title: Admissions Counselor

Department: Admissions

Bruce Perkins
Prepared by

04-10-18
Date

Approved by _____
Date _____

Supervision Received:

Director of Admissions

Supervision Given:

Student Workers, as assigned

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 are expected to embrace these expectations and to model them in their behavior.

- *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.
- 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.

New _____	Revision _____	FLSA _____	HR Office Only	IPEDS _____	Sal/Grd Assignment _____
PRN(s) _____					

OKLAHOMA BAPTIST UNIVERSITY

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- 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.

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 and promoting services, including marketing strategy and tactics, demonstration techniques, and control systems of human behavior; individual differences in ability, personality, and interest.
- 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 unique or innovative ideas and creative ways to solve a problem.

Education:

- **Preferred:** Degree in marketing, public relations, journalism, or related field.
- **Required:** Bachelor's degree required.

Experience:

- **Preferred:** Experience in college admissions preferred.
- **Required:** None, this is an entry-level position.

Equipment:

- Personal computer, including software
- Telephone
- Standard office equipment

Physical Requirements:

- Must have sufficient mobility and physical stamina to walk about the campus to visit various offices.

Special Requirements:

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

Complete this section after reviewing the description with the employee.

OBU requires that supervisors review the job description with the position incumbent during the New Employee orientation and the annual performance evaluation.

The job description was reviewed during New Employee Orientation or Performance Evaluation*.

Employee Signature _____

Date _____

Supervisor Signature _____

Date _____

** If the job description needs to be revised, attach changes to the performance evaluation and submit to the Human Resources Office.*