

# OKLAHOMA BAPTIST UNIVERSITY

## POSITION DESCRIPTION

**Title:** Graduate Admissions Counselor

**Department:** Graduate and Online 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.

### **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.

- Demonstrate commitment to the essentials of the Christian faith.
- Commitment to the mission and vision of Oklahoma Baptist University.
- Maintain active membership in a local evangelical Christian Church.
- 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:**

Provide the Oklahoma Baptist University graduate programs with an adequate student applicant pool to achieve its enrollment objective by planning, coordinating, and implementing recruitment programs and related activities. This is an entry-level position with some remote work capabilities.

### **Essential Functions:**

- Actively engage in recruitment efforts to attract a diverse and qualified pool of graduate and online students.
- Represent the university at recruitment events, both on and off-campus, to promote graduate and online programs. Provide prospective graduate students with accurate and comprehensive information about graduate programs and the admission requirements.
- Conduct advising sessions with prospective graduate students to address their individual needs, concerns, and questions.
- Assist prospective graduate student applicants in navigating the admissions process, ensuring a clear understanding of requirements and deadlines.
- Make recommendations to supervisor regarding recruiting plans and marketing strategies to meet graduate program admission goals more effectively.
- Maintain contact with prospective graduate students from initial point of inquiry and throughout the admissions process.
- Manage assigned population in terms of developing and implementing a strategy to maximize yield of enrolled graduate students.
- Maintain accurate communication flows, applications records, and graduate student data within the university's admissions system.
- Respond promptly and professionally to inquiries via phone, email, and in-person interactions.
- Provide exceptional customer service to prospective graduate students, current students, and other stakeholders.

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### **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; come up with unique or innovative ideas and creative ways to solve a problem.
- Must be a clear communicator with exceptional follow-up skills for closing communication loops.
- Able to establish and maintain effective working relationships with others.
- Able to handle stressful situations in a fast-paced environment.
- Possess high standards of conduct, appearance, and attitude.
- Possess strong analytical skills.
- Knowledge of guest experience satisfaction.
- Able to motivate and convey information effectively to internal and external parties.

### **Required:**

- 3+ years of customer service experience.
- Access to and ability to use a telephone.
- Must have sufficient mobility and physical stamina to walk about the OBU campus to visit various offices.
- Ability to travel up to 20% of the time.
- Membership in an evangelical Christian church required; Southern Baptist church membership preferred.

### **Preferred:**

- Bachelor's Degree in marketing, public relations, journalism, or related field.
- Experience in college admissions.
- Experience using Slate.

### **Special Requirements:**

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

- \*\*Please apply using the link for "Administrative Applications" on the OBU website at:

**<https://www.okbu.edu/hr/jobs.html>**