

OKLAHOMA BAPTIST UNIVERSITY
POSITION DESCRIPTION

Title Transfer Admissions Counselor **Department** Admissions

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 transfer and international students through scheduled visits to churches, schools, college fairs, and other yield activities; make formal presentations to groups of students and parents on campus, in the community, and virtually
- Develop relationships with prospective students and their parents aimed at increasing enrollment
- Tell the OBU Story in a compelling way; communicate the value of a Christian Liberal Arts education to prospective students and their families
- 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 meet admission goals more effectively
- Establish and nurture effective relationships creating pipelines for transfer and international recruitment
- Work with designated community colleges to develop more robust articulation agreements and partnerships
- Work *with Provost, Deans, and Chairs* on evaluation of transfer friendliness of credit evaluation
- Develop relationships with BCM Directors of community colleges for increased visibility with transfer students

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- Work with Director of Admissions to develop and build transfer inquiry pool and to increase OBU's brand as a transfer destination
- Maintain high visibility of University where already established and enhance its visibility where deemed necessary by distributing informational literature
- Develop a comprehensive marketing plan and strategy and constantly evaluate the success of the plan throughout the admissions cycle
- Maintain contact with all students from the day of inquiry to the day of enrollment
- Assist in enrollment of transfer students, Summer, Fall and Spring
- Evaluate transcripts and make major/course recommendations to prospective students
- Work with Academic Deans/Chairs/Advisors to determine transfer of credits

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 produce unique or innovative ideas and creative ways to solve a problem

Required:

- Bachelor's degree required
- Personal computer, including software
- Telephone
- Standard office equipment
- Must have sufficient mobility and physical stamina to walk about the campus to visit various offices

Preferred:

- Degree in marketing, public relations, journalism, or related field
- Experience in college admissions preferred

Special Requirements:

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