

UPPER IOWA UNIVERSITY

Department:	Integrated Enrollment Center (IEC)
Location:	Fayette, IA
Job Title:	Admissions Counselor
Reports to:	Assistant Director of Admissions

Level/Grade	Type of position:	<input type="checkbox"/> Exempt
	<input checked="" type="checkbox"/> Full-time	<input checked="" type="checkbox"/> Nonexempt
	<input type="checkbox"/> Part-time	
	<input type="checkbox"/> Contractor	
	<input type="checkbox"/> Intern	

GENERAL DESCRIPTION

The Admissions Counselor is responsible for beginning the student enrollment process. The individual will assist with various enrollment initiatives, including contacting student leads, inquiries, and applicants. Assessing student need/fit, recruiting and guiding students from initial contact to matriculation is a primary function of the position. Strong interpersonal and organizational skills and a student service focus are expected. This position requires high energy, a flexible schedule, excellent customer service skills and great attention to detail.

PRIMARY DUTIES AND RESPONSIBILITIES

1. Work collaboratively with the Assistant Director of Admissions and other UIU colleagues to increase UIU visibility. Actively recruits new students for all Learning Experiences with an emphasis on the Center for Distance Education markets (Online, Self-Paced, and Accelerated Courses).
2. Overall responsible for non-purchased and purchased lead conversions within the IEC.
3. Meet or exceed recruitment goals assigned to the IEC.
4. Immediately follows up on all leads with phone calls, emails, and mail in accordance with the existing University communications plan.
5. Advises prospective students via phone, email or in-person and communicates eligibility for admission and advises students regarding admission status. Positively influences the prospective student's decision to enroll (admissions processes, application, transcript, financial aid, transfer credits [CLEP, ACE, DSST, etc.], veterans' benefits, etc.).
6. Participate in external events, as needed. Recruits at regional and national college/education fairs, military fairs, trade shows, job fairs and other appropriate venues/organizations promoting and supporting all UIU programs and learning experiences with a primary focus on Distance Education programs.
7. Maintain appropriate records and submit timely reports on all recruitment activities.
8. Maintain a working knowledge of current University degree programs, policies, and major content.
9. Works in conjunction with other colleagues to create degree plans for prospective students.
10. Maintain a working knowledge of, and ability to effectively use, all current University software and programs.
11. Participate in training programs to develop professionally and become fully informed about the University and recruiting strategies.
12. Perform other duties as assigned.

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ESSENTIAL FUNCTIONS

1. Ability to communicate with diverse constituencies with extremely strong organizational skills, interpersonal skills, and a passion for education.
2. Ability to efficiently operate a personal computer and associated software (Microsoft Office Suite, Jenzabar, Nolij Web).
3. Ability to work independently, efficiently and effectively with a motivated team.
4. Ability to build relationships with students based on superior customer service and effective follow up to all communications.
5. Ability to work collaboratively in a highly productive team that is positive and cooperative in a supportive environment.
6. Ability to interact in an effective and appropriate manner with diverse populations, the University community and the public.
7. Ability to maintain records accurately.
8. Ability to handle multiple tasks while maintaining quality outputs.
9. Ability to give attention to detail.
10. Ability to work flexible hours covering extended operating hours (6 a.m. -11 p.m.), weekends, and occasional overnight travel.
11. Ability to promote UIU by supporting the organization's mission, vision, and goals.

MINIMUM REQUIREMENTS

1. Bachelor's Degree required.
2. Excellent oral and written communication skills.
3. Positive attitude for quality student/customer service.
4. Strong working knowledge of Email, Microsoft Word, Excel and Access is needed.
5. Detail oriented.
6. Must have strong organizational skills.
7. Ability to travel which may include overnight stays on occasions.

PREFERRED

1. Master's Degree in related field.
2. Prior experience in recruiting.
3. Prior sales experience.

ENVIRONMENTAL WORKING CONDITIONS

1. Sit at desk for long periods of time.
2. Work on the telephone, with a personal computer, keyboard and mouse for long periods of time.
3. Standing, reaching and bending to access files.
4. Walk across campus, ascend and descend stairs to attend meetings.
5. Lift up to 30 pounds delivering materials, moving boxes of forms, etc.
6. Indoors 95%.

APPROVED BY: Dawn Novak

DATE: 2/29/2016