



Title: Enrollment Counselor

Date: March 2024

FLSA Status: Exempt – Full-time, 12-month position

Salary: \$36,000 per year

Reports to: Associate Director of Admissions and Vice President for Student Life and Enrollment

Job Summary: Under the general direction of the associate director of admissions, the enrollment counselor works in an assigned territory to perform a wide range of admission, financial aid, marketing, public relations, and recruiting duties to articulate the vision and mission of Cottey College. The enrollment counselor will advise and counsel prospective students and families regarding admission procedures and financial aid processes, and provide an overview of Cottey's philosophy and history, academic programs and curriculum, campus organizations, resources and services, student activities, and residential life to multiple internal and external constituencies. The position requires alternative work hours outside of a traditional 8 a.m. to 5 p.m. work week with some weekends as well as some limited travel within an assigned recruitment territory.

Duties and Responsibilities

Identify, recruit, and enroll prospective students through:

- Written, oral, and electronic communication during one-on-one, small group, or formal presentations.
- Planning and executing special events.
- Managing all aspects of a domestic territory including recruitment travel and building and maintaining relationships with high school counselors, community-based organizations, alumnae, and P.E.O. members.
- Attending college fairs, hosting student gatherings, meeting with students and families individually or in small groups at high schools, and community or on-campus visits.
- Participation in office- and campus-wide recruitment activities including the student ambassador organization, campus visitation programs, New Student Orientation, and tele-recruiting, among others.
- Full involvement with enterprise-wide technical platforms and web-based services related to all enrollment management areas including online applications, registration, and deposits.
- Database management of prospective students through every stage of the enrollment process.
- The review of applications, evaluation of academic records, and computation of grade point averages.
- Maintain associations with local and state enrollment organizations to help provide input regarding current admission procedures and practices as well as ideas and suggestions for improvement.
- Be an active member of the Cottey community.
- Other duties, as assigned.

Knowledge, Skills, Abilities

- Proficient in Microsoft Office Suite of products, online applications, and social media tools.
- Ability to be a team player, work collaboratively, be a leader, and work independently; demonstrate self-direction and motivation; creatively solve problems; establish priorities and effectively manage time and budgets.
- Ability to work with people of all backgrounds and experiences; effectively communicate the College's policy guidelines to a diverse group of constituents.

Credentials and Experience

- Possession of a bachelor's degree from an accredited college or university.
- Admission experience preferred.
- Spanish language proficiency is a plus.

Special Requirements

- Valid driver's license required.
- Ability to obtain a Class E driver's license.