



Job Description

Job Title: Enrollment Counselor		
Division/Department: Enrollment Services		Location: Oklahoma City, OK
Reports to: Director of Enrollment Services		School: College of Adult & Graduate Studies
Position Type: <input checked="" type="checkbox"/> Full-time <input type="checkbox"/> Part-time <input type="checkbox"/> Student Worker	FLSA Status: <input checked="" type="checkbox"/> Exempt <input type="checkbox"/> Non-Exempt	Hours worked Per Week: Approximately 40

POSITION SUMMARY:

The Enrollment Counselor (EC) at MACU is responsible for building relationships with and promoting the University to adult prospective students and their families for the purpose of attracting and enrolling students into our undergraduate and graduate programs, whether they be online or on-ground. ECs serve as the first point of contact for our prospective students to assist them in making fully informed decisions on how to achieve their educational goals. This role suits someone who is a self-starter and can make independent decisions that lead to student transformation by selecting MACU as their university of choice. Furthermore, successful candidates should possess exceptional relationship building skills, a passion for helping students, and an ability to work in a fast-paced, telephone-based environment.

ESSENTIAL DUTIES AND RESPONSIBILITIES:

- Apply proven marketing and sales techniques to help students connect with Christian higher education. Build a rapport and guide prospective students during their university search. This includes follow-up with prospects, applicants, and admitted students using: e-mail, telephone, text messaging, social media, and other proven marketing techniques.
- Collaborate and engage with other departments to assist the prospective student through the enrollment process. Become proficient in said process with the intent of providing clarity and peace of mind to the student. Some of the departments are, but are not limited to: Admissions, Registrars, Student Services, Academics, and Financial Aid.
- Attention to detail. Especially as it relates to keeping track of, entering information into Customer Relation Manager Software (Salesforce) and ensuring accurate student information while observing confidentiality of information.
- A depth in knowledge as it relates to MACU's culture, degree offerings, events, and distinctive is required. Understanding and maintaining current knowledge of University's policies and processes and Department of Education guidelines will be expected.
- Work in a team environment to meet the totality of assigned enrollment goals and objectives for each major start. This includes managing student funnel, communication workflows, registration, open houses, and other related duties that assist our recruitment efforts.
- Maintain competency and continual improvement as outlined in the Enrollment Counselor Performance Matrix. More importantly, as a member of a high-performing team, meeting performance goals and inspiring others to perform is expected.
- Deliver public presentations to prospective students. Meet with campus visitors, conduct campus tours as necessary, and participate in preview events/open houses.
- Complete reports (Daily Funnel, bi-monthly status updates, and evaluations) and/or student paperwork necessary for admittance accurately and in a timely manner.
- Solve student enrollment barriers. Analyze best practices to enhance the student experience during the enrollment process and use these techniques to set MACU apart from other universities.
- Enjoy the process of efficiently and effectively spending extensive time on the telephone on a daily basis attempting to contact potential students.
- Research and engage in programs for self improvement and professional development as it relates to improved sales conversions, customer service, higher education, and MACU history, news, and facts.
- Performs other duties and/or projects as assigned by the Director of Enrollment.

QUALIFICATIONS:

To perform this job successfully, an individual must be able to perform each essential duty satisfactorily. The requirements listed below are representative of the knowledge, skill, and/or ability required. Reasonable accommodations may be made to enable individuals with disabilities



to perform the essential functions.

EDUCATION and/or EXPERIENCE:

- Bachelor degree or 5 years of relevant experience.
- Prior work experience in higher education, assisting non-traditional adult students in an online environment, is very helpful.

SPIRITUAL REQUIREMENTS:

- Committed follower of Jesus Christ, who believes that God graciously justifies and regenerates all who trust in Jesus Christ. Believers become children of God and begin to live in holiness through faith in Christ and the sanctifying Spirit. Able to effectively communicate personal faith and apply biblical principles and convictions in the workplace. Must have a strong sense of calling to the mission of MACU.
- Regularly attend and be engaged in a Bible-believing evangelical local church. Knowledgeable about the Word of God and passionate about Christian education.
- Must be a traditional evangelical Christian whose lifestyle is in alignment with sound Christian principles and is compatible with MACU's Statement of Faith.

COMPUTER SKILLS:

- Basic computer knowledge in Microsoft Office Suite, Internet browsing, and social media interface is required. Salesforce, or other CRM, experience preferred. Experience and comfortability using web browser for day-to-day tasks.

IMPORTANT SKILLS & ABILITIES:

- Energetic, self-starter, results-driven, and able to manage multiple priorities.
- Strong interpersonal and leadership skills.
- Desire to reach out to prospective students as well as other influential constituents to establish rapport and build relationships.
- Strong attention to detail.
- Ability to work in a goal driven and measured performance environment.
- Passion and determination to educate and deliver exceptional customer service.
- Remarkable written and verbal communication skills and confident phone presence.
- Ability to multitask, quickly navigate multiple electronic systems, and learn new processes.
- Critical thinking, problem solving, and good judgment.
- Ability to work independently with minimum of instruction with initiative and flexibility.
- Positive demeanor and always present self in a professional manner that reflects the standards of MACU.

PHYSICAL DEMANDS:

The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions. Intermittent sitting for several hours per day. Hearing and speaking demands. Able to lift, pull, grasp, bend, and lift 25 lbs. The employee frequently is required to stand; walk; sit; use hands to finger, handle, or feel; and reach with hands and arms. Specific vision abilities required by this job include close vision, distance vision, color vision, and ability to adjust focus. The employee must possess the ability to travel utilizing an automobile for short and long distances, airplane, and/or train.

WORK ENVIRONMENT:

The work environment characteristics described here are representative of those an employee encounters while performing the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions. Pleasant office setting, comfortable temperature, varied weather conditions when traveling. Reasonable levels of stress in meeting team goals.