



Job Description

Job Title: Admissions Counselor		
Division/Department: Admissions, #110	Location: Main Campus	
Reports to: Director of Admissions		
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:**

Assist prospective students through the process of admissions. Represent and promote the educational opportunities provided by Mid-America Christian University to prospective students, churches, high school counselors, and general public of the college by performing the following duties:

**ESSENTIAL DUTIES AND RESPONSIBILITIES:**

- Manage assigned geographic territory for the purpose of increasing prospects and focusing on First-time Freshman and Freshman Transfer students.
- Schedule and represent the college at statewide college fairs, youth conventions, youth rallies, church visits, and high school visits (includes counselors and students.)
- Willingness to travel up to 50% of work schedule while representing the University. Required to work one evening a week for the purpose of contacting prospective students on the phone, and possibly working on weekends.
- Work with prospective students within the database to assess and meet the needs of individuals by developing and maintaining relationships with prospective students through correspondence utilizing phone, email, social network platforms, cards, letters and personal contacts.
- Handle incoming inquiries.
- Schedule and perform campus visits for prospective students and parents. Coordinate with Financial Aid Office, Registrar’s Office, faculty and coaches if student desires.
- Develop and maintain relationships with pastors/youth pastors in assigned territory through correspondence, church visits, text, phone and social media contact.
- Assist in the entry and updating data of prospective students in Jenzabar (Campus-Wide Database Software).
- Explain and work with prospective students through the admissions process. Assist prospective students through the initial financial aid process.
- Assist in the creation, planning and implementation of MACU Mash, the College Days event held in the fall semester and all other on and off-campus events sponsored by the Admissions Office.
- Develop new events throughout the year meeting the needs of various groups interested in the university as it relates to prospective students.
- Assist, collaborate, and be present at New Student Orientation (Welcome Weekend). Furthermore, attend other Student Life, Campus Activity Board (CAB), and Student Government Association (SGA) events as required throughout the recruitment process.
- Assist in the development of new recruiting materials as market needs arise.
- Provide weekly activity reports to the director of the purpose of tracking progress.
- This position requires the ability to speak in front of large audiences (e.g. youth conventions, campus events, youth camps) and communication skills (oral and written).
- Other duties as may be assigned.

**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:**

This position requires a bachelor’s degree. A graduate of Mid-America Christian University or familiarity with the institution as well as experience in recruiting and/or sales is desired.



**COMPUTER SKILLS:**

Basic computer knowledge in Microsoft Office Suite, Internet browsing, and social media interface is required.

**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.

While performing the duties of this job, the employee is regularly required to talk or hear. The employee frequently is required to stand; walk; sit; use hands to finger, handle, or feel; and reach with hands and arms. The employee must regularly lift and /or move up to 50 pounds. 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.