

**EMMAUS BIBLE COLLEGE
POSITION DESCRIPTION**

Admissions Counselor

POSITION IDENTIFICATION

Position Title: Admissions Counselor

Department: Admissions

Status: Full-time (12-month position), Exempt

Reports To: Director of Admissions

Summary of Position: The Admissions Counselor position promotes the College and its programs to prospective students and their communities. The Admissions Counselor manages a caseload of students to identify, pursue, recruit, admit, and enroll successfully into the College, its programs, and communities. This goal is accomplished through building genuine relationships with the student and their family, sharing opportunities available to the student at EBC, and encouraging them on their next steps. Engagement varies by season but includes travel, hospitality during campus visits, and extensive communication with families (including phone calls, emails, and texting).

Duties and Responsibilities

- Production
 - Meet or exceed enrollment goals through sustained effort
 - Monitor and adjust strategy to help meet historic benchmarks for yield
 - Assist other counselors with meeting their goals
- Engagement and Communication
 - Initiate frequent and meaningful communication (phone, text, email, social media, letters, etc.) with students and parents at all steps of the recruitment process
 - Engage in meaningful communication with key influencers of students, including parents, guidance personnel, pastors, and alumni to assist in recruiting
 - Meet with and host prospective students and their guests when visiting campus, including campus tours, hosting them for meals, chapel, and walking them to appointments.
- Territory Development and Management
 - Travels frequently to promote the college at events such as college fairs, schools, camps, etc. (approximately 20-25%; at least one territory trip every 15 days)
 - Collaborate with office leadership to develop a plan for managing the assigned territory that reflects an understanding of demographic, economic and cultural nuances
 - Plan and execute travel around assigned college fairs that include visiting relevant high schools and engaging churches, pastors, and camps as advised
 - Participate in informal and formal territory events, including site visits, camps, conferences, and church gatherings in coordination with the Brethren Assemblies and other brethren ministries
 - Engage with conference guests via booth set-up, stage-time, dinner receptions, evening activities, and conference activities

- Institutional Relationships and Representation
 - Coordinate recruitment efforts with student service areas, academic programs, and other departments (e.g. athletics, student life, residence life, etc.)
 - Maintain updated knowledge of EBC programs, services, expectations, culture, etc. (e.g. new majors/programs, chapel program, student life events)
 - Understand and effectively communicate the cost of attendance along with the return on investment of an EBC degree
- Departmental Service
 - Thoroughly evaluate all travel efforts to improve systems and methods on an ongoing basis
 - Readily assist admissions team members with admissions events and needs, including visit days, assisting when team members are unavailable, etc.
 - Willing to adopt and perpetuate Team Admissions' 5 Core Behaviors: Pray First, Make it Better, Lean Forward, Serve Before You're Served, and Fill the Jars
 - Completes other duties as requested by the Director of Admissions.

Qualifications: According to Emmaus Bible College employment policy all employees must possess a strong Christian commitment and adhere to the standards outlined in the EBC Staff Handbook.

Education

- Bachelor's Degree required; Emmaus degree strongly preferred

Experience

- Experience in admissions, sales, case management, or marketing/communications is strongly preferred, but not required
- Demonstration of a clear commitment to pursuing the greatest good for students and communities, including promoting student success
- Demonstration of a clear commitment to working effectively with individuals from diverse communities and cultures
- Experience as a former Emmaus Student Ambassador or Admissions Specialist, but not required

Required Skills

- Exceptional communication skills across multiple mediums, including written and presentation, as well as with technology (phone calls, video chat, text, email, social media, etc.)
- Excellent public speaking skills to multiple generations, 1-on-1, or giving presentations from a large stage
- Strong interpersonal skills, including emotional intelligence, friendliness/warmth, and conversation skills
- Capable of operating comfortably, effectively, and efficiently in MS Office systems and Customer Relation Management (CRM) software
- Good time management and organizational skills
- Valid Driver's License with clean driving record and reliable transportation
- Maintain eligibility to be on Emmaus Bible College travel insurance