

OKLAHOMA BAPTIST UNIVERSITY

POSITION DESCRIPTION

Title: Admissions Counselor

Department: Admissions

OBU Mission Statement

OBU transforms lives by equipping students to pursue academic excellence, integrate faith with all areas of knowledge, engage a diverse world, and live worthy of the high calling of God in Christ.

Expectations for all Employees

Oklahoma Baptist University achieves its mission through a shared commitment to the following expectations. All employees are expected to embrace these expectations and to model them in their behavior.

- *Demonstrate commitment to the essentials of the Christian faith.*
- *Commitment to the mission and vision of Oklahoma Baptist University.*
- *Maintain active membership in a local evangelical Christian Church.*
- *Treat people with dignity and respect.*
- *Build relationships on honesty, integrity, and trust.*
- *Strive for excellence through teamwork, leadership, and a strong work ethic.*
- *Manage human and financial resources wisely and efficiently.*

Purpose:

Provide the University with an adequate applicant pool to achieve its enrollment objective by planning, coordinating, and implementing recruitment programs and related activities. This is an entry-level position.

Essential Functions:

- Recruit students through scheduled visits to churches, secondary schools, college fairs, and yield activities; make formal presentations to groups of students and parents on campus and in the community.
- Manage assigned territory and/or population in terms of developing and implementing a strategy to maximize yield of enrolled students.
- Interview prospective students and their parents to explain admission requirements and answer questions about the University.
- Respond to written, telephone, and personal inquiries and requests for information; explain admission policies, procedures, requirements, University programs, and campus life; make referrals to other University offices as necessary.
- Make recommendations to supervisor regarding recruiting plans and special programs to more effectively meet admission goals.
- Establish and nurture effective relationships with youth leaders, high school guidance offices, and individual counselors.
- Maintain high visibility of the University where it is already established and enhance its visibility where deemed necessary by distributing informational literature.
- Maintain contact with all accepted students from the day of application to the day of enrollment.

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Other Duties:

- Regularly review recruitment activities; recommend improvements to enhance effectiveness of the recruitment program.
- Maintain the confidentiality of all department and University information.
- Maintain files and compile admissions reports for supervisor.
- Perform other duties as assigned.

Qualifications:

Knowledge, Skills and Abilities:

- Knowledge of principles of personal service and promoting services, including marketing strategies and tactics, demonstration techniques, and control systems of human behavior; individual differences in ability, personality, and interest.
- Skill in motivating people, talking to others to convey information effectively, identifying indicators of system performance and the actions needed to improve or correct performance, and the use of logic and reason to identify the strengths and weaknesses of alternative solutions, conclusions, approaches.
- Ability to communicate information and ideas, orally and in writing; come up with unique or innovative ideas and creative ways to solve a problem.
- Must be a clear communicator with exceptional follow-up skills for closing communication loops
- Able to establish and maintain effective working relationships with others
- Able to handle stressful situations in a fast-paced environment
- Possess high standards of conduct, appearance, and attitude
- Possess strong analytical skills
- Knowledge of guest experience satisfaction
- Able to motivate and convey information effectively to internal parties

Required:

- Bachelor's degree required
- Personal computer, including software
- Telephone
- Standard office equipment
- Must have sufficient mobility and physical stamina to walk about the campus to visit various offices

Preferred:

- Experience in college admissions preferred.
- Degree in marketing, public relations, journalism, or related field.

Special Requirements:

- Membership in an evangelical Christian church required; Southern Baptist church membership preferred.
- **Please apply using the link for "Administrative Applications" on the OBU website at: <https://www.okbu.edu/hr/jobs.html>