

OKLAHOMA BAPTIST UNIVERSITY
POSITION DESCRIPTION

Title: Regional Admissions Counselor **Department:** Admissions

Supervision Received: Director of Admissions

Supervision Given: Student Workers, as assigned

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.

- *Commitment to the essentials of the Christian faith.*
- *People are treated with dignity and respect.*
- *Relationships are built on honesty, integrity, and trust.*
- *Excellence is achieved through teamwork, leadership, and a strong work ethic.*
- *Efficiency is achieved through wise management of human and financial resources.*

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.

Location Optional:

Oklahoma Baptist University (OBU) Admissions position based in Dallas/Fort Worth, Texas area or within a 50 mile radius thereof, with some remote work capabilities.

OBU is seeking a candidate who will play a significant role in the life-transforming experience for our student, and for those they will serve in our communities, cities, nation, and world. Our students learn how all knowledge connects and how that framework can be informed by a thoughtful Christian worldview.

The Regional Admissions Counselor for OBU serves as a recruiter for and integral team member for the Office of Admissions. A successful candidate will cultivate relationships with students, parents, heads of schools, counseling and registrars' offices, coaches, and student pastors in a particular region's schools. This position will also work to develop and implement a strategy to maximize the enrollment of students in an assigned region. Additional responsibilities for this candidate may include (but are not limited to) drafting written correspondence, mass emails and texts, phone communication, and social media communication for prospective students, families, and important influencers. A candidate must be willing to attend college fairs, recruitment events, church events, and make recommendations to her/his direct supervisor on events that should be attended to advance the recruitment of students.

A successful candidate would work with prospective students through the admissions funnel process and ultimately meet enrollment goals set forth by the university, the president, and the Director of Admissions.

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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 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.

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 strategy 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, or 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

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Required

- Bachelor's degree
- Personal computer, including software
- Telephone
- Standard office equipment
- Must have sufficient mobility and physical stamina to walk about the campus to visit various offices
- Membership in an evangelical Christian church required; Southern Baptist church membership preferred.

Preferred

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