

Alverno College
Exempt Position Description

Position Title: Undergraduate Admissions Counselor **Date:** April 2025

Department: Admissions Department **Status:** Full Time/12 Month

Reports To: Director of Admissions

Primary Function: Recruit and enroll students to Alverno's weekday undergraduate programs with a concentration on first-time freshmen coming directly from High School. Communicate effectively with external audiences (students, families, school staff, and community partners) to build awareness and preference for Alverno College.

Secondary Function: Support college-wide Admissions recruitment and enrollment efforts, including adult and graduate programs.

Principal Responsibilities

1. Department Responsibilities
 - a. Manage prospective student pool to meet enrollment goals in Alverno's undergraduate programs
 - b. Proactively develop and maintain relationships with prospective undergraduate students throughout the recruiting lifecycle (Inquiry, Admit, Accepted Student, and newly Enrolled Student)
 - c. Counsel prospective students on Alverno undergraduate degrees and areas of study
 - d. Facilitate the admissions and registration process through clear, consistent, and timely communication to prospective students (appointments, phone calls, emails, texts, and letters, etc)
 - e. Schedule and conduct individual appointments with prospective students and their families
 - f. Process application, scholarship, and registration materials accurately and promptly
 - g. Maintain accurate and current student data in department preferred databases (Recruiter, Colleague, Excel), including, but not limited to, notes on student communication topics, history of contacts, and scholarship eligibility
 - h. Provide guidance and explanation to students and families regarding the financial aid process and packages
2. Develop and maintain relationships within key market segments for Alverno's undergraduate programs through outreach efforts and support of Alverno's marketing efforts.
 - a. Schedule and conduct information sessions (on and off-site) as appropriate
 - b. Participate in external fairs and conferences as appropriate
 - c. Provide outreach to the community, including, but not limited to, high schools, community and technical colleges, businesses, and community-based organizations to develop new inquiries
 - d. Work collaboratively with Admissions and Marketing leadership to develop relevant marketing strategies and materials for Alverno's undergraduate programs.
3. Work collaboratively with the Admissions team to support enrollment
 - a. Develop and apply knowledge of college-wide Admissions and recruitment programs and practices
 - b. Provide staffing for Alverno coordinated recruitment events, information sessions, open houses, conferences, trainings, etc.
4. Work collaboratively across internal college departments to facilitate the admissions process.
 - a. Serve as a representative of the Admissions department throughout the College.
 - b. Stay current on happenings that affect enrollment through meetings, email, minutes, and social networking sites

- c. Provide input to faculty and staff on matters that affect the enrollment and admissions process (e.g., scheduling, timelines, orientation and communication)
 - d. Coordinate conversations between prospective students and faculty, staff, or alums when appropriate.
 - e. Serve on campus committees
5. Participate in department meetings, committees, and official college functions when appropriate.
 6. Demonstrate a commitment to SOARING values
 7. Be respectful of the College's vision of a balanced and healthy lifestyle strategy, which includes the *Seven Dimensions of Wellness: Career, Emotional, Environmental, Intellectual, Physical, Social, and Spiritual*.
 8. Comply with safety procedures and maintain clean and orderly work areas.
 9. Perform other tasks as necessary to support the mission of the College.

Qualifications

1. A bachelor's degree is required.
2. Bilingual in Spanish/English is a plus.
3. Requires the willingness and ability for extended independent travel seasonally (Fall and Spring) for 3 – 6 weeks. Most travel will require the employee to drive long distances, including outside of the state of Wisconsin.
4. Required work on evenings (average of 2 evenings per week) and some weekends (average of once per month)
5. A minimum of two (2) years of professional work experience in higher education is preferred. Prior recruiting experience, successful sales, marketing, or relationship-building experience is highly preferred.
6. Motivated by the opportunity to change the lives of young women from all backgrounds positively.
7. Willingness to suggest and apply creative thinking and new approaches to create and maintain excellent prospective student engagement.
8. Demonstrated effectiveness in achieving short- and long-term objectives and goals.
9. Eagerness to work in a fast-paced, results-driven department committed to adopting enrollment best practices.
10. Requires excellent written and oral communication skills, including the ability to articulate the value of an outcome-based education.
11. Requires the ability to communicate and respond to both internal and external customers professionally and promptly. Must have the ability to read, interpret, write, and complete documents such as reports and general correspondence.
12. Requires attention to detail, strong organizational skills, and the ability to multitask, prioritize, and work with frequent interruptions.
13. Must have the ability to professionally respond to variations in schedules and plans.
14. Requires proficiency in Microsoft *Word* and *Excel*. Requires working knowledge of database systems, Colleague preferred. Familiarity with a sales (CRM) or student (database preferred).
15. Demonstrated ability to work both independently and collaboratively as a member of a team.
16. Demonstrated ability to work with diverse populations of students, parents, and community members.
17. Valid driver's license with a driving record that meets the qualifications of an Alverno driver.
18. Requires the ability to regularly walk, stand, talk, and hear. Must have the ability to frequently lift and/or move up to 10 pounds and occasionally lift and/or move up to 35 pounds. Specific vision abilities required by this job include close vision.

Working Conditions

General office environment
Regular, seasonal travel

How to Apply

Apply on-line at <https://www.alverno.edu/jobs/apply/login.php>
Please attach your cover letter, resume, and list of references to the online application