Job Description

Position Title	Enrollment Counselor		
Business Unit	Enrollment & Admissions	**Status:**	Full-Time Exempt (Salaried)
Reporting to	Vice President of Enrollment	**Salary Range:**	To be determined

Background	University Overview Founded in 1893, Southwestern Adventist University is a 501(c)(3) faith-based institution located in Johnson County, Texas. As the only four-year degree granting university in the county, Southwestern Adventist University is an important community stakeholder that links education with action by building knowledge, increasing faith, and providing service. University Vision Southwestern Adventist University seeks to be a community that supports academic, spiritual, physical, and emotional wholeness encouraging all members to find their purpose and lead lives of service University Mission The University's Mission statement is "Inspiring knowledge, faith, and service through Christ-centered education."
Position	The Enrollment Counselor is an active member of the Office of Enrollment and manages an assigned recruitment territory. Through articulating the University's mission and vision, they are able to communicate the culture of campus life to prospective students. He or she ensures that recruiting goals are met by moving through the recruitment process from for applications, acceptances and enrolled students are met.

Responsibilities	▪ Actively participate in college recruitment tours, community events, campus events, high school fairs, graduations, etc. as needed; ▪ Support recruiting initiatives within the Southwestern Union; ▪ Work closely to build relationships with assigned Union academies; ▪ Manage assigned territory and meet goals set by the Vice President for Enrollment; ▪ Project a professional image at all times; ▪ Communicate effectively with various target audiences, including the ability to evaluate audiences and tailor appropriate messages to each. ▪ Maintains accurate records for the University's prospective database; ▪ Consistently makes an effort to have a healthy pipeline by contacting all prospective students using various channels (email, text, phone, social media, etc.); ▪ Responsible for generating and submitting weekly reports for review and coaching; ▪ ross-trained in enrollment processes for all student populations ▪ Stays current on the University's academic, spiritual, recreational, social and extra-curricular calendar so information can be communicated to prospective students as another method to build engagement; ▪ Builds and maintains successful cross-functional relationships with other departments and teams on campus; ▪ Exercises creativity in planning recruitment events, assigned projects and other activities when needed; ▪ Have an in-depth knowledge of the University's admission requirements and the application process; ▪ Collaborate with the Student Financial Aid team wherever needed to ensure the information communicated to prospective students is accurate and up-to-date; ▪ Ensures there is a seamless handoff of files to the Director of Admissions to complete the admissions process; ▪ Be proficient to expert with all University CRM software; <u>Miscellaneous</u> The role requires attendance at various activities that may occur over the weekend. The ability to work evenings and have a flexible work schedule may be required to be successful in the role. There will be periodic travel within the state as well as out of state (Up to 40% annually). <u>Staff Supervision</u> Various student workers

Requirements	**<u>Minimium</u>** ▪ Must have a strong commitment to Jesus Christ, the teachings and mission of the Seventh-day Adventist Church, be a member of the Seventh-day Adventist church in good and regular standing, and have a desire to serve in a cooperative, spiritually redemptive, and soul-winning atmosphere. ▪ Earned four year degree. **<u>Preferred</u>** ▪ Prior experience in sales or customer service ▪ Prior experience working for an educational institution

This job description is not intended to be complete or limiting – the role will require a proactive and flexible approach to be successful.

Southwestern Adventist University complies with applicable state and local laws governing non-discrimination in employment. This applies to all terms and conditions of employment, including, but not limited to, hiring, placement, promotion, termination, layoff, recall, transfer, leaves of absence, compensation, and training.