**Title Details**

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| Employee Type | AP-Administrative Professional  |
| University Title | Admissions Counselor |
| Title Code  | 1149 |
| Function General Scope | Positions assigned to this class are responsible for advising potential students and families regarding educational opportunities and options, admission, and other requirements, University policies and procedures, transfer of credit, and financial assistance; establishing and participating in programs targeting recruitment and retention of students. Positions are involved in applying broad-based independent judgment to non-routine matters having a significant effect on students’ choices and actions. Positions require applying a comprehensive depth of knowledge or expertise to deal with the diversity and complexity of issues and students served. |

**Job Duties and Responsibilities**

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| Summary of Duties | The Admissions Counselor position is responsible for developing, expanding and strengthening key relationships with leaders in education and communities in the assigned area to enable Washington State University (WSU) to meet enrollment goals. Additional responsibilities of this position include, but are not limited to: working with the POS. SUPERVISOR in the planning and implementation of a strategic recruitment plan; coordinating recruitment efforts with other regional counselors, college recruiters, alumni, diversity outreach specialists, Multicultural Student Services, Cooperative Extension offices, and Learning Centers; organizing special events such as: information nights, county fairs, and others as assigned by the POS. SUPERVISOR; participating in high school fairs, community college tours, national fairs, career nights, and community college advising; establishing and maintaining relationships/contacts with high school and community college counselors, teachers, other school administrators, local alumni and community; coordinating efforts with schools on targeted recruitment goals; and performing other duties as assigned. |
| Job Function, % Time, Essential |  40%, Student Recruitment, Essential |
| Duties Performed | Present informational sessions to prospective students, parents, high school and community college counselors, teachers, key administrators and community leaders regarding WSU.Participate in recruitment activities such as high school fairs, parent nights, awards banquets/presentations, community college tours, community college fairs, county and state fairs, community events, national college fairs.Participate in recruitment events as necessary including, but not limited to, student receptions, Regents Scholars receptions, Future Cougars of Color, Preview, Future Cougar Day, Destination, and other programs.Arrange for presentations specifically geared toward recruitment of targeted market segments to meet WSU enrollment goals.Advise students and parents regarding educational opportunities at WSU.Follow up with student, parent, and counselor questions and requests.Schedule and follow-up on high school visits, community college visits, and meetings with key community members. |
| Job Function, % Time, Essential |  25%, Community Relations, Essential |
| Duties Performed | Establish contacts in support of recruitment with high school and community college counselors, teachers, and principals.Develop and cultivate relationships with WSU constituencies such as Cooperative Extension and Learning Center faculty and staff, Multicultural Student Services, other WSU faculty, staff and students.Develop and cultivate relationships with local alumni. Participate in alumni related recruitment events.Develop and cultivate a University presence in the local communities. Serve as a community liaison to WSU and vice versa as needed.Develop and cultivate relationships with Washington Achiever Community Involvement Officers and Hometown Mentors. Advise about educational opportunities available for students at WSU.Develop and cultivate relationships that compliment initiatives for recruitment of high ability, diverse students. |
| Job Function, % Time, Essential |  10%, Student Advising, Essential |
| Duties Performed | Advise high school students regarding core requirements, university resources, and academic programs. Make referrals as needed.Advise community college transfer students regarding transferable courses, university resources, etc. Make referrals as needed.Advise students in targeted market segments regarding core requirements, university resources, and academic programs. Make referrals as needed.Advise students and parents regarding educational opportunities at WSU. |
| Job Function, % Time, Essential | 10%, Strategic Planning, Essential |
| Duties Performed | Work with the position supervisor in the planning and implementation of a strategic recruitment plan for the specific region of recruitment.Focus recruitment efforts to coincide with those mentioned in University strategic plan.Work with the position supervisor in the planning and implementation of a strategic recruitment plan for the targeted market segments in the assigned region.Develop a recruitment presentation to be used in high schools, community colleges and other venues as needed.Participate in regular trainings such as on-campus trainings and weekly meetings with Admissions Counselors and the position supervisor in order to maintain current information to share with students, etc. |
| Job Function, % Time, Essential | 10%, Administration, Essential |
| Duties Performed | Schedule high school and community college visits and other events.Follow up on questions, phone calls, travel logs, and emails.Maintain counselor recruitment files.Develop and maintain a recruitment contact database to include counselors at schools, alumni contacts, and other useful recruitment contacts. |
| Job Function, % Time, Essential |  5%, Other, Non-Essential  |
| Duties Performed | Perform other duties as assigned.  |

**Supervisory/Lead Responsibilities**

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| Does this position lead the work of others? | No |
| Does this position supervise the work of others? | No |

**Position Qualifications**

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| Required Qualifications | Positions require a Bachelor’s Degree and one (1) year of experience directly related to student services. A Master’s degree in a relevant field may be substituted for up to one (1) year of the required experience. Any combination of relevant education and experience may be substituted for the educational requirement on a year-for-year basis. |
| Additional Requirements | Ability to communicate clearly and effectively, orally and in writing, to diverse audiences.Demonstrated excellent presentation abilities.Strong customer service and interpersonal skills. Strong organizational skills including the ability to plan and implement programming.Ability to work independently and/or in a remote setting.Ability to have or obtain at the time of hire, a valid unrestricted driver’s license.Ability to travel and to work a flexible schedule, including nights and weekends. |
| Preferred Qualifications | Master’s degree in a related field.Knowledge of student recruitment and college admissions.Knowledge of admissions procedures, academic programs, financial aid and scholarships and a broad base of knowledge regarding Washington State University.Experience working in education or with high school and/or college students. Experience with Microsoft Office Suite, prospect software (CRM) and enterprise systems. |