

**JOB TITLE:** Admissions Counselor – High School Populations  
**DEPARTMENT:** Admissions  
**LOCATION:** Main Campus  
**REPORTS TO:** Director of Admissions

**STATUS:**  
**FLSA:** Exempt  
**LEVEL:** 201  
**DATE:** 6/11/19; 12/09/16

**POSITION SUMMARY:** This position increases the image and visibility of the college in the community by promoting academic and career/technical programs through recruitment and admission of high school, adult, AEL, and transfer students. Serve as the primary liaison between high school and college personnel.

**EDUCATION, EXPERIENCE, and LICENSES/CERTIFICATIONS:**

*(A comparable amount of training, education or experience may be substituted for the minimum qualifications.)*

Completion of bachelor's degree, one year related experience; must possess a valid driver's license with acceptable driving record. Experience in a secondary or postsecondary educational setting preferred.

**ESSENTIAL FUNCTIONS:**

*(Employee must be able to perform the following essential functions to the satisfaction of the employee's supervisor.)*

- Serve as the primary college liaison between high school and college personnel.
- Build and maintain collaborative relationships with high school and technical school administrators, counselors and teachers to facilitate referral of high school students and to respond to school needs.
- Make individual contacts with potential students and provide information necessary to facilitate their enrollment at ECC.
- Assess and respond to the needs of high school students, their families and area high school districts.
- Collaborate with faculty and other departments to promote and implement effective recruitment and marketing strategies for all ECC programs.
- Record and maintain records on recruitment activities, prospective students, and outcome achievements; prepare monthly status updates on the decisions and progress of prospective students.
- Assess the effectiveness of individual recruitment efforts, supporting continuous quality improvement.
- Represent the college at recruitment programs and events and encourage students to consider attending ECC.
- Assist with outreach efforts targeted to enroll a specified number of new students each term, following up by tracking students who enroll.
- Update and maintain the annual High School Directory.
- Set up and staff promotional booths, exhibits, and displays at high school and community events.
- Assist with preparation and presentation of information promoting college enrollment high school classes, parent groups, and other appropriate audiences as assigned.
- Support and promote all college recruitment events and serve on planning committees as necessary.
- Assist Admissions with new student intake and respond to requests from prospective students.
- Facilitate visits, campus tours, and personal contacts between program faculty and prospective students.
- Participate in College committees and professional organizations.
- Includes some evenings and occasional Saturdays.
- Requires local travel through the recruitment period.
- Conduct college business in a professional and ethical manner that includes the College's core values of integrity, excellence, dignity, accountability, environmental responsibility and global citizenry.
- Communicate effectively in a professional, tactful and courteous manner with students, employees, faculty, and the general public.
- Ensure that all activities are conducted within the established guidelines of the Family Educational Rights and Privacy Act (FERPA).

- Perform assigned responsibilities, duties, and tasks according to established practices, procedures, techniques, and standards in a safe manner with minimal supervision.

**KNOWLEDGE, SKILLS AND ABILITIES:** Knowledge of college and department policies, procedures, and practices with the ability to answer work related questions; knowledge of the Family Educational Rights and Privacy Act (FERPA), and other applicable laws pertaining to employment and education; ability to plan, organize and implement assigned responsibilities and to work independently and well under pressure to meet deadlines; excellent organizational and planning skills; ability to participate as a team member, ability to adjust to change; ability to handle confidential material judiciously; ability to work accurately and efficiently in a fast paced environment with frequent interruptions; ability to use independent judgment and discretion; ability to manage multiple tasks and projects; ability to perform all essential functions using safe work methods and following safety regulations relating to job.

**LEADERSHIP and COMMUNICATION SKILLS:** Ability to respond meaningfully to the needs of individuals with respect and sensitivity; ability to exchange ideas, information, and opinions with others; arrive at decisions, develop conclusions, or develop solutions; ability to communicate effectively with a diverse workforce, student population and individuals with disabilities; ability to prioritize tasks and projects; ability to meet timelines and follow-through; ability to handle interpersonal conflict situations; demonstrate ethical conduct and professionalism; establish and maintain effective working relationships with faculty, staff, other departments, students, and the public.

**DECISION-MAKING and ANALYTICAL SKILLS:** Ability to follow policy and established methods and procedures; ability to analyze situations accurately and effectively problem solve; ability to mediate conflict and resolve effectively.

**EQUIPMENT AND SOFTWARE:** Utilize current College and/or department information technology equipment, software and programs; standard office equipment and department specific equipment.

**PHYSICAL DEMANDS AND WORKING ENVIRONMENT:**

*(The conditions herein are representative of those that must be met by an employee to successfully perform the essential functions of this job.)*

**Environment:** Work is performed primarily in a standard office setting with frequent interruptions and distractions; extended periods of time viewing computer monitor.

**Physical:** Primary functions require sufficient physical ability and mobility to work in an office setting; to stand or sit for prolonged periods of time; to occasionally stoop, bend, kneel, reach; to lift, carry, push, and/or pull light to moderate amounts of weight; and/or to operate office equipment that may require repetitive hand movement

**POSITIONS SUPERVISED:** None

**SIGNATURES:** This job description has been designed to indicate the general nature and level of work performed by employees within this classification. It is not designed to contain or be interpreted as a comprehensive inventory of all duties, responsibilities and qualification required of employees assigned to the job.

I have read and reviewed the job description and I agree to perform the duties according to my supervisor's expectations and the College's policies and procedures. I acknowledge the College's right to revise the job description.

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Employee Signature/Date

**NOTICE OF NON-DISCRIMINATION** – Applicants for admission and employment, students, employees, and sources of referral of applicants for admission and employment and individuals with whom the Board of Trustees and college officials do business are hereby notified that East Central College does not discriminate on the basis of race, color, religion, national origin, ancestry, gender, sexual orientation, age, disability, genetic information or veteran status. Inquiries related to employment practices may be directed to Human Resources Director, 005-D Donald Shook Student Center, telephone number 636-584-6710 or [hrnotice@eastcentral.edu](mailto:hrnotice@eastcentral.edu).

