

JOB TITLE: Enrollment Counselor - Districts

DEPARTMENT: Enrollment Services

LOCATION: Union Campus

REPORTS TO: Director, Enrollment Services

FLSA: Exempt

LEVEL: 202

DATE: 07/01/2024

POSITION SUMMARY: This position serves to build relationships with prospective and current students, supporters, districts by promoting early college, transfer and career technical opportunities that directly impact the success and reputation of the college.

EDUCATION, EXPERIENCE, and LICENSES/CERTIFICATIONS: Master's degree from a regionally accredited institution of higher learning preferred. Previous experience tracking metrics and working with KPIs. Demonstrated value of teamwork and collaboration. Excellent active listening, verbal and written communication, organizational, and interpersonal skills.

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

- Contribute to the achievement of recruitment and enrollment goals at college fairs and high school / community recruitment events and advising prospective students and their supporters regarding admission requirements, academic programs, financial aid and scholarships, athletics, student organizations and activities.
- Participate with the departmental leadership to establish enrollment targets for each school in assigned territory and/or target groups to devise and implement strategies to reach those targets.
- Assist with planning and implementation of recruitment and admissions strategies, including utilizing the CRM for targeted outreach and collaborating with the Marketing & Communications Department to design social media, websites, and content for targeted groups.
- Plan and execute activities and events for prospective students / supporters and other school district contacts, including individual appointments, walk-in inquiries, campus tours, and group information sessions.
- Collaborate with departments campus-wide to form partnerships to promote all academic areas.
- Provide academic advisement and career exploration services to students in their first semester students (Beginning with Spring 2025 students)
- Facilitate changes to schedule with students in their first semester, connect with each students planning to withdraw from a course(s) to engage in information gathering and coaching on best next steps (Beginning with Spring 2025 students)
- Advise International Students to keep them in federal compliance (Beginning with Spring 2025 students)
- Refer students who may need access services to the proper place records and reports (Beginning with Spring 2025 students).
- Provide general information; interprets and responds to student inquires received via telephone, e-mail, web-based technologies.
- Stay up to date on job knowledge by participating in educational opportunities, reading professional publications, participating in professional organizations, and keeping current with legal guidelines and requirements.
- Assist with planning and execution of New Student Orientation.
- Assist with evaluating high school transcripts for placement testing needs, as it relates to prerequisites during dual credit enrollment seasons.
- Provide proactive support to student applicants throughout the onboarding process to help students overcome barriers and increase enrollment for the college.
- Serve as a backup to other Enrollment Services staff, as needed.
- Process all dual credit enrollment related tasks, including developing forms, designing marketing materials, communicating enrollment processes and payment deadlines with high school instructors and counselors, and ensuring compliance with National Alliance of Concurrent Enrollment Partnerships (NACEP) guidelines.
- Deliver Early College Academy (ECA) information at student / supporter information events in assigned territory schools to recruit students to the program.

- Participate in all onboarding activities related to ECA, including but not limited to accepted student sessions and orientation breakouts.
- Follow student's progress and work to establish relationships with students, so they feel supported in the successes and challenges throughout the program.
- Serve as a mentor to ECA student caseload from initial meeting through graduation, using institutional advising model
- Conduct college business in a professional and ethical manner that includes the College's core values of integrity, diversity, empowerment, service, learning and collaboration.
- 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.

Schedule Note

Typical hours for this position are between 8AM – 5PM Monday through Friday, with some evening and weekend hours, as activities and events dictate.

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.

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, phone number 636-584-6710 or hrecc@eastcentral.edu.*