JOB DESCRIPTION

Admissions Counselor

Definition of Class
This is a professional position in which the incumbent performs a variety of duties in the identification and recruitment of prospective University students. Incumbent plans for and participates in promoting the University in a variety of ways using marketing strategies and public relations skills and frequently makes decisions by exercising discretion and independent judgment.

Examples of Work Performed
Assists in the planning and implementation of institutional admissions and recruitment strategies

Represents the University at various recruitment events to interpret state-mandated and institutional admissions requirements, provide financial information and guidelines, and give information regarding courses of study and other facets of the University to prospective students, both traditional and non-traditional, and to families and school counselors and other officials.

Participates with the departmental leadership in defining key schools, sets new student enrollment targets for each of those schools, and devises and implements strategies to reach those targets.

Visits high schools within assigned region and conducts meetings with prospective students while building relationships with alumni, school counselors, and other interested parties. Devises and implements a plan to increase the likelihood those prospects will enroll at the University.

Corresponds with prospective students including applicants, family, alumni, school counselors and others seeking information on admissions standards, academic and non-academic programs, and student activities; makes telephone calls and schedules personal visits with prospective students, as appropriate.

Conducts presentations and on-campus interviews of prospective students and their parents or guardians; assists in arranging campus tours; attends training programs and staff development meetings.

May participate in the admissions and scholarship selection committee process to identify prospective students and submit acceptance to the unit’s program.

Develops special recruitment programs and functions in order to present information to prospective students

When applicable, assists with the ambassador and telecounseling programs.

Maintains a University vehicle (van), including periodic cleaning of inside and outside, scheduling routine maintenance checks and having inspection sticker updated as needed.

Creates and maintains prospect records in the campus recruiting management (CRM) system; prepares reports and/or analyzes data to coordinate recruiting efforts.

Performs related or similar duties as required or assigned.
**Essential Functions**
These essential functions include, but are not limited to, the following. Additional essential functions may be identified and included by the hiring Department.

1. Identifies and recruits prospective students.
2. Counsels prospective students and parents regarding the admissions process and the University.
3. Makes presentations to individuals and groups.

**Minimum Qualifications**
These minimum qualifications have been agreed upon by Subject Matter Experts (SMEs) in this job class and are based upon a job analysis and the essential functions. However, if a candidate believes he/she is qualified for the job although he/she does not have the minimum qualifications set forth below, he/she may request special consideration through substitution of related education and experience, demonstrating the ability to perform the essential functions of the position. Any request to substitute related education or experience for minimum qualifications must be addressed to The University of Mississippi's Department of Human Resources in writing, identifying the related education and experience which demonstrates the candidate's ability to perform all essential functions of the position.

**Physical Requirements:** These physical requirements are not exhaustive, and additional job related physical requirements may be added to these by individual agencies on an as needed basis. Corrective devices may be used to meet physical requirements.

- **Physical Exertion:** The incumbent may be required to lift up to approximately 50 pounds.
- **Vision:** Requirements of this job include close vision.
- **Speaking/Hearing:** Ability to give and receive information through speaking and listening.
- **Motor Coordination:** While performing the duties of this job, the incumbent is frequently required to sit. The incumbent is periodically required to talk and hear. The incumbent is occasionally required to stand; walk; reach with hands and arms; and stoop, kneel, crouch or bend.

**Experience/Educational Requirements:**

- **Education:** Bachelor's Degree from an accredited four-year college or university, conferred no later than the date of hire.

  AND

- **Experience:** Six (6) months of experience related to the above described duties.

  AND

- **Substitution Statement:**
  Related experience may be substituted for education, on a basis set forth and approved by the Department of Human Resources.

**Interview Requirements**
Any candidate who is called for an interview must notify the Department of Human Resources in writing of any reasonable accommodation needed prior to the date of the interview.

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*The University of Mississippi is an EOE/AA/Minorities/Females/Vet/Disability/Sexual Orientation/Gender Identity/Title VII/Title IX/504/ADA/ADEA employer.*

The University complies with all applicable laws regarding equal opportunity and affirmative action and does not unlawfully discriminate against any employee or applicant for employment based upon race, color, gender, sex, sexual orientation, gender identity or expression, religion, national origin, age, disability, veteran status, or genetic information. The University of Mississippi is an “at will” employer. This job description does not constitute an employment contract or negate “at will” employment.