



JOB DESCRIPTION

TITLE: Transfer Admissions Counselor

COLLEGE/SCHOOL/DEPT: Office of Admissions **DATE PREPARED:** September 30, 2013

REPORTS TO: Director of Admissions

FLSA: Non-Exempt

POSITION SUMMARY:

The Office of Admissions is responsible for maintaining the enrollment pipeline of students to Heritage University. This is accomplished through recruiting efforts and accurate and efficient processing of admission applications to the university. The Office of Admissions is the first point of contact for prospective students, parents, and other members of the community; prompt, accurate and courteous customer service is critical to the successful operation of this office.

PRINCIPAL DUTIES AND RESPONSIBILITIES:

1. Recruit exceptional students for associate, bachelor's, master's degree and certificate programs from high schools, businesses, industries and the community, with a primary focus on students transferring from other colleges and universities.
2. Communicate consistently and effectively with prospective students and their families in person and via phone, email, text messaging, printed media, and the internet.
3. Meet quantitative and qualitative departmental goals for inquiries, applications, admitted and enrolled students.
4. Work aggressively in the community to increase public awareness of Heritage University programs, success stories and opportunities.
5. Develop and implement recruitment strategies designed to enroll new undergraduate transfer students for the main campus and identify viable readmit candidates for Heritage University.
6. Represent the university at career fairs, professional conferences and trade shows.
7. Initiate, develop and maintain partnerships with community colleges, agencies, medical facilities and other organizations to facilitate and enhance student recruitment.
8. Work collaboratively with colleagues in financial aid, advising, registrar and other campus offices to ensure a consistent and smooth transition from applicant to student.

9. Assist prospective students with admission processes from the inquiry stage through the admitted stage – including the initial Free Application for Federal Student Aid (FAFSA) and Washboard scholarship service.
10. Verify student credentials are complete for consideration by admissions committees.
11. Establish and maintain a dynamic, cooperative relationship with program chairs and faculty in areas of transfer programs.
12. Establish and maintain professional network with Heritage University administrators, deans, directors, etc.
13. Develop initiatives that will contribute to annual enrollment goals for inquiries, applicants, and accepted students.
14. Maintain a detailed knowledge of degree programs, including requirements, curriculum, policies and procedures, student and faculty accomplishments and general knowledge about Heritage University.
15. Handle confidential student information with tact, discretion and in compliance with FERPA regulations.
16. Assist with events as needed (workshops, convocation, commencement, welcome back programs, awards ceremonies).
17. Represent Heritage University in the most positive manner with prospective, former and current students, clients, suppliers and the community we serve.
18. Interact effectively with a diverse group of faculty, staff, administrators and the rest of the Heritage University community.
19. Learn and use best practices of the department and Heritage University.
20. Uphold the Heritage University Mission Statement.
21. Perform other duties as assigned by Director of Admissions.

KNOWLEDGE, SKILLS AND ABILITIES REQUIRED:

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A. *Knowledge:*

- Bachelor's degree preferred
- 3-5 years experience working with low-income, first generation and/or students with disabilities required, in higher education preferred.
- Demonstrated experience working in higher education programs serving diverse students preferred.

- Demonstrated ability to develop effective working relationships with faculty, campus officials, staff, and community agencies and schools and students from diverse backgrounds required.
- Persons coming from backgrounds similar to the target populations are encouraged to apply.

B. Skills:

- Extraordinary interpersonal skills; must be able to effectively communicate with a wide range of populations throughout the day, including traditional and nontraditional students, families, school staff and administrators, and business and community leaders.
- Experience working in a professional setting with demonstrated ability to manage a high volume of tasks simultaneously.
- Team-oriented approach and desire and ability to work closely with peers.
- Sensitivity to working in a multicultural setting is imperative.
- Able to use multi-line phone system, IBM compatible computer and Microsoft Office suite required, knowledge of Jenzabar EX student information system a plus.
- Bilingual/biliterate/bicultural in English/Spanish is preferred.
- Professional dress required.

**Interested and qualified applicants may submit a
Heritage University Employment Application
AND**

Resume, Letter of Interest & Three References to:

humanresources@heritage.edu

Or

**Heritage University
Human Resources Office
3240 Fort Road
Toppenish, WA 98948**

Position Open Until Filled