Admissions Counselor

General Responsibilities: The Admissions Counselor is primarily responsible for recruiting and providing information about Alderson Broaddus University to prospective students. The Admissions Counselor will serve as a liaison of the University within their assigned geographical territory, fostering professional relationships with faculty, alumni, high school counselors and administrators, and other college representatives. This position reports to the Director of Admissions.

Functions: In order to meet the established admissions goals and objectives, the Admissions Counselor must:

1. Develop a strong knowledge of the institution and relevant University procedures, policies, and programs and be able to convey this information effectively to prospective students and their families;
2. Professionally represent the University in all recruiting and lead generation activities;
3. Develop an understanding of the student college choice decision-making process and effective methods of counseling prospective students;
4. Recognize the type of student that is best served by Alderson Broaddus University, and be able to identify/qualify these students;
5. Develop a thorough knowledge of the assigned territory, including vital information about all secondary schools in the territory (location, names of guidance counselor), helpful alumni, ministers, Board of Trustee Members, current AB students from the area and demographics;
6. Communicate effectively with prospective students through high school visits, college fairs, campus visits, written, electronic, and telephone follow-up;
7. Assist students through various stages of the admissions process, as well as related financial aid and registration processes;
8. Maintain contact with all applicants to bring their files to completion;
9. Verify enrollment status, ensure students are eligible for admission (this includes ensuring that students comply with college enrollment policies and procedures), continue follow-up with admitted students for deposit into program;
10. Have knowledge of Financial Aid, Registrar and Business Office policies and procedures as they pertain to Alderson Broaddus University;
11. Schedule attendance at all high school and college day/night programs in the assigned territory during the academic year, and attend other related college/career fairs in the territory as appropriate throughout the year;
12. Participate in on-campus events for prospective students that include but are not limited to Admissions open houses, Financial Aid workshops, registration events, orientation events, and music auditions;
13. Represent the institution at various professional conferences and meetings in the assigned territory;
14. Represent the University at various off-campus events on weekends;
15. Pursue various projects as assigned by the Director of Admissions.

Required Knowledge, Skills and Abilities:

1. Bachelor's degree with general knowledge of higher education market and recruitment;
2. Experience in customer service, sales, and marketing;
3. Must be results oriented and have the ability to perform multiple tasks efficiently and effectively;
4. Must possess high level of interpersonal and communication skills to accurately convey University information as described above;
5. Must have an excellent command of professional presentation skills and be comfortable presenting to groups, both large and small;
6. Must be computer literate;
7. Must possess a valid driver's license. Extensive travel is required.

Interested candidates should send cover letter, resume, and three references to hr@ab.edu
(One PDF file preferred.)