

**COLORADO NORTHWESTERN COMMUNITY COLLEGE
JOB DESCRIPTION**

POSITION TITLE: Admissions Counselor – Craig Campus

DEPARTMENT: Student Services

REPORTS TO: Vice President of Student Services

SUPERVISES: N/A

FLSA: Exempt (12 month appointment) Non-Exempt

DOCUMENT STATUS: New/Date: 12-10-2021 Revision # Date:

TRAVEL: Travel is required

SALARY: \$35,000.00 - \$45,000.00 (Salary is commensurate with education and experience)

Excellent benefit package including retirement and health insurance is available.

SICK LEAVE: 10 hours/month **ANNUAL LEAVE:** 15 hours/month

COLLEGE-WIDE **CAMPUS:** RANGELY CRAIG

ABOUT COLORADO NORTHWESTERN COMMUNITY COLLEGE:

Colorado Northwestern Community College (CNCC) fosters educational excellence and student success, prepares students for local and global citizenship, anticipates and responds to the needs of surrounding communities, and contributes to evolving regional economic development. CNCC is a small, rural community college located in Northwest Colorado with campuses located in Rangely, CO and Craig, CO. CNCC offers an exceptional experience to employees with outdoor activities, wildlife, and small rural communities.

The College has various unique programs including Aviation Technology (Flight), Aviation Maintenance Technology, National Park Service Academy and the Paleontology Plan of Study. We also offer great opportunities for our students in Nursing, Dental Hygiene, Emergency Medical Services and Automotive Technology. The college provides AA, AS, AAS, and certificate programs so students have excellent choices in their degree plans.

GENERAL SUMMARY:

The Admissions Counselor is directly responsible for the recruitment of traditional undergraduate and non-traditional students to CNCC. This position is based on the Craig Campus but travels to all service areas within Colorado and the surrounding states. The Admissions Counselor will manage all aspects of the admissions funnel for prospective students within an assigned geographic territory. This position develops, maintains and manages a database of prospective students, and assists in planning, coordinating and executing recruiting and outreach promotions, activities and events. The Admissions Counselor works collaboratively with faculty, staff and external resources to achieve the Campus' enrollment and outreach objectives. Extensive travel (including evenings/overnights/weekends), valid driver's license or ability to arrange for transportation, and the ability to occasionally lift up to 45 pounds are expected.

PRIMARY DUTIES & RESPONSIBILITIES:

Duties and Responsibilities include:

- Manage all aspects of recruiting efforts for specified territory/academic programs in order to meet stated recruitment goals.

- Utilize CRM to effectively manage territory. Demonstrate proficiency with banner and related student information databases.
- Develops, maintains, manages and analyzes prospective student database. Executes marketing, recruitment and outreach activities and campaigns with the intent of achieving recruitment targets.
- Build relationships with and assist prospective students throughout all phases of the enrollment cycle (inquiry through enrollment).
- Conduct appointments, walking campus tours, and group information sessions for prospective students and their families.
- Conduct phone, e-mail and other contacts with prospective students throughout the admissions process (freshman, returners and transfer).
- Represent CNCC at college fairs, high schools, career nights, financial aid nights, and other off-campus events.
- Actively develop and execute recruiting activities, including but not limited to: Letter campaigns, call campaigns, events, high school visits.
- Must have excellent communication skills both written and verbal. This position will provide regular feedback to supervisor and recruiting team on prospects, calendar and requests.
- Demonstrate expert knowledge of college offerings, programs, certificates and degrees. Work with faculty and staff to learn program requirements, changes and updates.
- Public Speaking is an expectation of this position. Develop and continuously update a CNCC presentation to use in outreach activities in the community. Share presentation with small and large groups as requested.
- Build relationships with parents, guidance counselors, and other external constituents.
- Promote and adhere to the Mission of the College and employee handbook.
- Maintain and develop relationships with faculty and staff of the College.
- Performs other services as deemed reasonable by the Vice President of Student Services.
- Possess strong communication, interpersonal, and customer service skills.
- Ability to work independently and as a part of a team.
- Proficient in the usage of computer programs (Microsoft Office) and other technologies required.
- Demonstrated commitment to diversity and experience with promoting inclusivity required.
- Attention to detail and ability to multi-task; determination to meet recruitment goals
- Conducts campus tours to showcase the campus' offerings and introduce prospective student enrollees to school administrators, faculty and students.
- Makes 40+ outbound calls weekly to set appointments with prospective students to come visit the campus.
- Ensures prospective students complete all required enrollment forms (e.g., Enrollment, Application for Admissions, Transcript Request, Financial Aid, Placement Test, etc.).
- Assists with and attends orientation of newly enrolled students to ensure a positive start to their educational experience with Colorado Northwestern.
- Accurately and completely explains educational programs, expected outcomes, student services, and financial consideration to prospective students, parents, and educators.
- Conducts follow-up meetings with all applicants to ensure on-going interest and successful enrollment.
- Communicates with students via regularly scheduled one-on-one phone calls, letters, emails and other events to ensure potential student is prepared to successfully start school.
- Schedules group events to facilitate networking among potential graduate students and to ensure that they are prepared to start school.

- Expert knowledge of CNCC scholarships. Provide support and follow up to prospective students with the scholarship application process and follow up.
- Excellent customer service. Assist with answering general phone calls. Support customer service and response of the CNCC 800 number and general information questions
- Represents the College at internal and external functions as needed.
- Hire, train, and manage student workers for Recruiting.
- Other duties as assigned.

ESSENTIAL QUALIFICATIONS:

This job requires any equivalent combination of knowledge, skills, abilities, education, and/or experience as indicated below:

Education and Training: Associate’s degree in a related field (Sales, Communication or Marketing are preferred) from accredited college or university.

Prior Related Experience:

- 1-3 years prior Admissions, Sales and/or Advising experience.
- Experience living and working in a residence hall or similar group living environment.

Equipment & Technology:

- Strong working knowledge of computer software relative to the position (database driven software), as well as Microsoft Excel, Word, Outlook.

Licensure/Certification: Valid Driver’s License.

Other:

- Possess diplomacy, tact, and the ability to use good discretion with confidential student information.
- Excellent verbal and written communication skills to communicate with students/parents/families and collaborate effectively with campus partners.
- Ability and willingness to travel as needed.
- Ability to carry or pull materials needed for visits – up to 45 pounds.
- Some evening and weekend hours required, especially during the fall recruiting season.
- Dependable.
- Strong public speaking skills.
- Able to work flexible hours conducive to contacting students when available.
- Self-starter who is comfortable working with diverse populations. Must be outgoing and willing to interact with prospective students in a variety of settings.

PREFERRED QUALIFICATIONS:

Education and Training: Bachelor’s Degree in related field.

Prior Related Experience: Three years, full-time experience in Admissions, Sales or Recruiting.

Other:

- Experience coordinating programs and related campus activities
- Experience with Ellucian Recruiter and Banner or similar ERP
- Demonstrated ability to work effectively both independently and as part of a team.

APPLICATION INSTRUCTIONS:

All interested and qualified applicants are asked to submit a resume, letters of recommendation, along with a completed Colorado Northwestern Community College application for exempt employment to the Department of Human Resources.

Colorado Northwestern Community College is an Equal Opportunity Employer

Colorado Northwestern Community College does not discriminate on the basis of race, color, national origin, sex, disability, or age in its programs and activities and provides equal access to all students, employees and other designated groups.

ESSENTIAL FUNCTIONS

In an 8 hour workday, this job requires:

N/A = Not Applicable

R = Rarely

O = Occasionally

F = Frequently

C = Continually

(less than ½ hour per day)

(1/2 - 2.5 hours per day)

(2.5 - 5.5 hours per day)

(5.5 - 8 hours per day)

Physical Requirements	N A	R	O	F	C	Describe any job duty that requires repetition or a unique application of the activity.
Sitting				X		
Stationary Standing					X	
Walking					X	
Ability to be Mobile				X		
Crouching (bend at knees)			X			
Kneeling/Crawling			X			
Stooping (bend at waist)			X			
Twisting (knees/waist/neck)			X			
Turn/Pivot				X		
Climbing		X				
Balancing	X					
Reaching Overhead		X				
Reaching Extension		X				
Manual Dexterity			X			
Pushing/Pulling						
1 - 10 lbs.				X		
11 - 20 lbs.				X		
21 - 35 lbs.			X			
36 - 50 lbs.		X				
51 - 75 lbs.		X				
76 - 100 lbs.	X					
Lifting/Carrying						
1 - 10 lbs.				X		
11 - 20 lbs.				X		
21 - 35 lbs.			X			
36 - 50 lbs.	X					
51 - 75 lbs.	X					
76 - 100 lbs.	X					

Other physical demands:						
Sensory Requirements	N A	R	O	F	C	Describe any job duty that requires repetition or a unique application of the activity.
Talking in Person					X	
Talking on Telephone					X	
Hearing in Person					X	
Hearing on Telephone					X	
Vision for close work			X			
Other Sensory Requirements	X					
Environmental Requirements	N A	R	O	F	C	Comments
Safety requirements (i.e. clothing, safety equipment required, activities performed)				X		
Exposures (i.e. fumes, chemicals, vibrations, humidity, cold, heat, dust, noise, blood & body fluids)		X				
Operation of equipment, tools, vehicles		X				
Required hygiene standards (food handling, clean, contaminated, and sterile equipment, etc.)		X				
Other environmental requirements:		X				

This Job Description reflects Colorado Northwestern Community College’s best effort to describe the essential functions and essential qualifications of the job described. It is not an exhaustive statement of all the duties, responsibilities or qualifications of the job. This document is not intended to exclude an opportunity for modifications consistent with providing reasonable accommodation. This is not intended to be a contract. Your signature indicates you have read this Job Description and understand the essential functions and essential qualifications of the job.

Employee Review: _____ Date: _____

Supervisor Review: _____ Date: _____