
JOB DESCRIPTION



JOB TITLE: Admissions Counselor
JOB CLASS: Salaried Exempt **DATE:** December 2022
DEPARTMENT: Admissions **REPORTS TO:** Student Recruitment Manager

GENERAL DESCRIPTION:

The Admissions Counselor represents Patrick Henry College as a professional who demonstrates excellences in speech, attitude, critical thinking, love for Christ, and love for the mission of PHC. The counselor will pay close attention to detail and thrive in an environment with many moving parts. This team member will have a “can-do” attitude and the ability to think creatively and quickly. The Admissions Counselor will be responsible for an entire geographic region of their territory. The primary goal of the position is to provide customer service, facilitate sales and marketing, and manage a territory as a business.

CHIEF DUTIES AND RESPONSIBILITIES:

Successfully manage a recruitment territory by:

- Provide excellent customer service with prospective, admitted, and confirmed students and families in a personalized, focused, and timely manner, using office phone, mobile phone and text, email, in-person meetings, and virtual meetings
- Manage multiple responsibilities at a time and be comfortable making regular phone calls and emails to existing and prospective customers.
- Attend and prepare to actively contribute to weekly team project & applicant meetings
- Develop and maintain relationships with key contacts (homeschool leaders, guidance counselors, alumni, current students...) through consistent communication follow-up, often including cold calls and emails
- Review application files, interview applicants, and guide the student through Financial Aid process
- Meet with prospective students and families on and off campus
- Promote the College at college fairs, high school visits, seasonal travel, and other recruitment events

Please note this job description is not designed to cover or contain a comprehensive listing of activities, duties or responsibilities that are required of the employee for this job. Duties, responsibilities, and activities may change at any time for the needs of the College, but a discussion between the employee and supervisor will take place prior to the change.

REQUIRED KNOWLEDGE, SKILLS, AND ABILITIES:

- A bachelor’s degree

- Strong organizational and administrative skills
- Able to manage multiple responsibilities with competing priorities
- Able to manage routine processing tasks with specific deadlines and longer-range projects at the same time.
- Excellent written and oral communication skills
- Strong customer service orientation
- Full adherence and support for the Patrick Henry College [Statement of Faith](#).
- Must understand the stated mission of the College and understand how the promotion and sustaining of a Christian community at the College is an essential component of this mission.
- Commitment to and support for the [Mission](#) of Patrick Henry College

PHYSICAL / MENTAL / EMOTIONAL REQUIREMENTS:

- Prolonged periods of sitting at a desk and working on a computer.
- Must be able to lift up to 40 pounds.
- Must be able to make quick decisions with available information.
- Must be calm in stressful situations and show good judgment in decision-making.
- Must be able to work in a collaborative manner with excellent self-discipline.