



# LIFE PACIFIC COLLEGE

est. 1923

## Undergraduate Admissions Counselor

DEPARTMENT 150-Admissions	STATUS FT	CLASSIFICATION Non-Exempt	RANK <i>Manager II</i>	DATE LAST UPDATED January 2018
------------------------------	--------------	------------------------------	---------------------------	-----------------------------------

### PURPOSE

The Traditional Undergraduate Admissions Counselor is responsible for undergraduate student recruitment of prospective first-time and transfers students.

### GENERAL DESCRIPTION

This position reports to the Assistant Director of Admissions. Admissions recruitment, travel, data processing, counseling, public speaking and presentation, sales, tele-counseling, outreach, and application review are all significant functions of this position.

### ESSENTIAL DUTIES

Responsibilities include, but are not limited to, the following:

- Articulate and model the mission and values of LPC as an historic Christian institution
- Recruit qualified students within an assigned territory to meet admissions goals
- Some travel; manage travel arrangements and reimbursements
- Develop and maintain relationships with high school guidance counselor community college transfer centers, youth pastors and key gate-keepers in assigned territory
- Implement recruiting strategies and activities to high schools, community colleges, college fairs, churches, denominational camps, conferences, conventions, etc.
- Make presentations in high schools, churches, and to various organizations
- Maintain regular contact via telephone, email and social media with prospective students in order to increase applicant pool
- Host on-campus tours and info sessions for prospective students, applicants, families
- Assist with the coordination of various student visit programs designed to recruit prospective students including Preview Days and Overnight visits
- Manage an application roster of approximately 200-300 applicants each cycle
- Counsel applicants through the admissions process, including the financial aid awarding process, academic registration and financial registration.
- Communicate by phone and mail out got app letters, application packets, etc.

### MINIMUM REQUIREMENTS

- Minimum Baccalaureate Degree
- Sales/client relationship management experience
- Experience or knowledge in admissions, education, public relations or marketing
- Ability to communicate clearly to students, parents, pastors, faculty, staff, & counselors
- Must be willing to travel and work some nights or weekends
- Excellent organizational skills, efficiency, and productivity and multi-task unsupervised
- Proficient working computer knowledge. Microsoft Outlook, Excel
- Must be able to sign the College's Statement of Faith

This job description is not designed to cover or contain a comprehensive listing of activities, duties or responsibilities required of the employee and is subject to change and revision when necessary.