

**Enrollment Counselor**  
Adult & Graduate Enrollment  
Full Time  
Non-Exempt

The **Office of Adult & Graduate Enrollment (AGE)** is seeking a **Full Time** (40 hours/week), **Enrollment Counselor**. As an admissions representative of the institution, a successful candidate will be expected to meet or exceed enrollment targets for assigned program(s); cultivate and shepherd prospective students through the admissions process to enrollment for degree completion and/or graduate level programs. Admissions: nurture and direct prospective students through the admissions process to enrollment. Marketing: provide input to the AGE Assistant Director of Marketing to create strategic marketing plans for each program represented. Technology: work effectively within the various computer and/or software systems used to track prospective student progress throughout the application process. Provide support to the AGE recruiting team, providing administrative and process work related to admissions rubric development and Corporate Partner initiation and tracking.

**Job Responsibilities**

1. Maintain a strong working knowledge of program-specific admissions requirements and information including prerequisites, courses, schedule, costs, delivery models, distinctives, competitors, and benefits of the applicable degree program(s), as well as program student demographics.
2. Collaborate and give input to the AGE Assistant Director of Marketing to support the creation of effective marketing campaigns and collateral that augments both overall outreach strategy and supports individual recruiting tactics.
3. Develop external and internal recruiting strategies to walk a student from the point of interest to the point of enrollment, to meet and exceed enrollment goals:
  - a. Provide input to the Director of Recruiting and Executive Director to create outreach strategies for each program represented based on knowledge of specific student demographics, inquiry pool attributes, organizations that fill the admissions funnel, best practices in adult and graduate recruitment, relevant activities, and events that draw candidates.
  - b. Coordinate with the Director of Recruiting to align activities to available budgeted resources and evaluate the return on investments based on enrollment key performance indicators.

- c. Some travel to represent the University at various recruiting events. This could periodically include some overnight travel.
  - d. Plan, organize, host, and/or participate in Information Meetings and other recruitment and yield activities.
  - e. Implement communication plan (phone calls, texting, mailings, and customized emails) to support conversion of prospective students to enrolled students, documenting contact and keeping notes on relationships in the CRM.
  - f. Coordinate with the Director of Recruiting, Executive Director, and Program(s) faculty to seek out and build strategic partnerships in the local/regional Greater Rochester community and with out-of-state partners and institutions that will increase awareness and visibility of programs, and help to grow enrollment.
  - g. Meet with students on and off campus; travel may be required in and out of NYS.
  - h. Maintain regular contact with interested prospective students, getting to know what the student is looking for, obstacles to enrollment, and shepherding their enrollment journey.
4. Prepare program rubrics for application review in support of the AGE recruitment team.
  5. Perform administrative duties related to Corporate Partnerships including, but not limited to, MOU renewals, employee verifications, tracking, and some event planning and execution.
  6. Work to build strong, collaborative, and professional relationships with other support offices and personnel on campus.
  7. Attend and participate in relevant training sessions (enrollment, systems, processes, products, etc.)
  8. Participate in relevant professional development activities (i.e. membership on community/organizational committees or boards; attending workshops/conferences, etc.)
  9. Evening work is sometimes necessary, given our engagement with adult degree completion and graduate students. Additionally, there may be occasional weekend commitments throughout the year.
  10. Perform other duties as assigned by the Director of Recruiting or Executive Director.

**The approved salary for this position is \$20.19/hr-\$21.63/hr.**

**Qualifications:** Bachelor's degree required. Master's preferred. 1-3 years experience in recruiting, sales or admissions, specifically learning and retaining significant programmatic knowledge, Excellent customer service skills, strong communication and interpersonal skills. Professional, public persona and networking ability necessary. Driver's license in good standing. Strong technical skills: Word, Excel, Google Suite, Social Media and other various college systems. A successful candidate will be able to demonstrate cultural competence and must value the principles of diversity and equity.

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*RWU and NES comply with all applicable non-discrimination laws and are committed to the enhancement of human dignity and workplace diversity.*