

UNIVERSITY OF DALLAS

Job Number: 12660UD

Admission Counselor – Undergraduate Admissions Date Posted: August 5, 2022

WHO WE ARE

The University of Dallas (UD) is a Catholic liberal arts university known for its excellence in academics. We have consistently ranked as one of the top regional universities in the country, holding a place on both U.S. News & World Report's list of the Best Regional Universities (West) and Forbes' Best Value Colleges. We are dedicated to and guided by our [Mission](#) and thrive on professional development, a family-oriented environment, our rich traditions and exceptional employee benefits.

JOB DESCRIPTION

UD is currently seeking an Admission Counselor to recruit qualified students for admission and enrollment to the University of Dallas within assigned territory. This individual will travel to off-campus recruitment events, evaluate application files for admission decisions, meet with students in person, conduct on-campus admission presentations to groups of students/ parents, and contact students and parents via phone, email and mail.

PRIMARY RESPONSIBILITIES

- Nurture, build, and sustain ongoing professional relationships with prospective students and those who influence them to achieve assigned enrollment management objectives.
- Become familiar with the college admission process, including but not limited to sources of students, preferences of students, and sources of competition. Learn and use what works best for the achievement of enrollment management objectives.
- Research the potential for travel and recruiting programs, develop a plan for off-campus activities to achieve enrollment management objectives most effectively, present this plan for the Director's approval, and then execute the approved plan within the approved budget.
- Cultivate alumni, parents, college counselors, and other constituencies to assist with recruitment.
- Monitor the inquiry, prospect, application, and deposit numbers to focus on attaining assigned objectives.
- Determine the best next source and means of institutional contact for prospects.
- Re-qualify the inquiry pool so that those inquiries most likely to enroll are the ones being contacted on a regular basis.
- Monitor the receipt of applications and determine the best next steps in the recruitment process for each applicant.
- Ensure that all inbound and outbound communication with prospects and applicants is recorded using office protocol.
- Evaluate applications for admission and make each admit/deny decision using discretionary professional judgment about the applicant's academic preparation, academic work ethic, and fit for the academic programs at the University of Dallas.
- Document activity and decisions about applications for admission in accordance with established standards.
- Communicate with prospective students about financial aid, financial resources, and how to pay for college.

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MINIMUM REQUIREMENTS

- Bachelor's degree from an accredited university.
- Proficiency in MS Office Systems required (e.g., Word, Excel, PowerPoint).

PREFERRED QUALIFICATIONS

- Experience with university administrative database preferred (e.g., Slate, Banner).

ADDITIONAL INFORMATION

- Supervise, train, mentor, and evaluate the work of one or more part-time marketing interns.
- Excellent public speaking skills and ability to develop and deliver presentations to large groups.
- Ability to build strong professional relationships with University of Dallas faculty and staff as well as high school guidance counselors, faculty, administrators, and other key stakeholders.
- Ability to develop, collect, analyze, and interpret data used for student recruitment.
- Demonstrated organization, attention to detail, and deadline orientation in customer service and sales situations.
- Ability to plan business travel based on analysis of data about enrollment trends.
- Ability to learn and use complex relational databases in the routine performance of daily job functions.
- Ability to articulate key aspects and benefits of a Catholic liberal arts education.

BENEFITS

UD provides competitive pay and benefits, including eligibility to participate in medical, dental, life and disability insurance; employee events; a health and wellness program; a free fitness center; competitive leave programs; tuition benefits for employees and their families; and matching retirement plan contributions.

If this sounds like the job for you, apply online at: <https://hr.udallas.edu/apply/>

The University of Dallas seeks to recruit, develop, and retain faculty, staff, and administration of the highest caliber.

The University is an Equal Opportunity Employer, and encourages applications from female and minority candidates and others who will enhance our community and advance our Mission.