



Job Title: Admissions Counselor

Position Summary:

Promote Montreat College to qualified prospective students and to the people who influence them. Manage a portfolio of academic programs and a geographical territory and implement successful strategies that lead to meeting aggressive enrollment goals with creativity, persistence, personal appeal, excellent service, and a compelling message.

Reports to: Associate Director of Admissions

Successful candidate will affirm and support the Mission, Vision, and Statement of Faith of Montreat College as found here: <https://www.montreat.edu/about/mission/>

Responsibilities:

Essential job responsibilities include but are not limited to:

Recruit and enroll 60-75 students (20-25 non-athletes) annually within an assigned portfolio of academic programs and/or geographical territory, according to industry best-practices; for example:

- Arrange and execute 10–12 weeks of overnight recruitment travel per year representing the college and recruiting students at high schools, college fairs, conventions, churches, music festivals, etc.
- Maintain consistent, ongoing follow-up contact (average of 50-60 phone calls per week) throughout the year with prospective students via phone calls, email, letters, and personal visits, etc. until the enrollment process is complete.
- Maintain a consistent list of top prospects with next steps outlined for each student.
- Conduct interviews and provide campus tours to prospective students, families, and influencers during campus visits.
- Maintain consistent, current contact records in recruitment database/CRM and provide weekly status reports.
- Meet on a regular basis with the VP and other members of the admissions team to evaluate the status of prospective students and progress toward goals. Keep the Associate Director and VP informed regarding travel, enrollment statistics, etc.
- Evaluate applications for admission according to established institutional criteria.
- Oversee student workers who assist in achieving enrollment goals.

- Assist in maintaining an organized flow of data, admissions files, and communications to internal and external constituents.
- Assist management in assessing procedures and suggest ways to streamline and improve the recruitment and enrollment process.

Secondary job responsibilities include but are not limited to:

Assist with special campus events involving prospective students and their families.

Serve as a peer mentor for new admission counselors.

Assist with miscellaneous departmental duties as assigned.

Qualifications:

Minimum Education and Experience:

Bachelor's degree required

Admissions/recruiting/sales/customer service/marketing experience strongly preferred

Demonstrate and articulate a personal Christian faith

Knowledge, Skills and Abilities:

Strong desire to promote Christ-centered higher education

Ability to perform in a fast-paced, high-performing, goal-oriented environment

Ability to set and achieve individual goals connected to the mission/vision of the college and the department

Excellent written and verbal communication skills

Ability to interact with a variety of individuals in a professional, courteous and tactful manner

Ability to work independently without close supervision

Ability to obtain and maintain a valid driver's license

Ability to travel within assigned areas

Ability to prioritize tasks, completing them accurately and in a timely manner

Ability to maintain a flexible schedule, working some evenings and weekends

Knowledge and understanding of basic computer skills

Application Requirements:

1. Complete [application](#).
2. An updated resume.
3. Personal statement of Christian faith.
4. Three professional references.

Email to: EMjobs@montreat.edu

About Montreat College:

Montreat College is a Christian liberal arts college accredited by the Commission on Colleges of the Southern Association of Colleges and Schools to offer masters, bachelors, and associates degrees. The main campus is located in the Blue Ridge Mountains fifteen miles east of Asheville, North Carolina, a region recognized as one of the most attractive living environments in the United States. Satellite campuses in Asheville, Charlotte, and other sites supplement the main campus. The College is committed to Christ centered teaching and learning, and is a member of the Council for Christian Colleges & Universities.