



Job Title: Enrollment Counselor – Asheville

Location: Asheville, North Carolina

Application Deadline: Review of applications will begin immediately

Enrollment Counselor Role Summary:

The Enrollment Counselor is responsible for creating a distinctively positive experience for prospective students such that appropriate students recognize and respond to the benefits of enrolling at Montreat College.

The Enrollment Counselor is responsible for (a) enrolling appropriate students in College offerings, (b) creating a distinctively positive enrollment experience for all prospective students, whether or not they go on to become students, (c) setting and modeling high service standards, including those pertaining to timeliness and helpfulness. In this context, helpfulness requires the successful execution of several steps in the relationship with the prospective student summarized here as: (i) identifying the prospective student's goals, (ii) identifying objections and obstacles which may prevent the academic success of the prospective student, (iii) articulating a response to the prospective student that addresses his goals, objections, and obstacles, and (iv) assisting through the point of matriculation or referring to a more appropriate institution. Finally, the Enrollment Counselor will (d) hand-off the relationship with the student to the retention advisor after the student starts classes.

Role Responsibilities:

- Responding to new inquiries within the specified time frame.
- Advancing prospective students through the stages comprising the Enrollment Pipeline.
- Constructing genuine relationships with prospective students.
- Managing the transfer credit evaluation process and explaining the process and Montreat policies to prospective students.
- Completing the application files of assigned prospective students.
- Assisting prospective students navigating the financial aid process and explaining financial obligations.
- Handing off the student relationship to the assigned retention advisor at the end of the add/drop period.

Role-Specific Competencies:

- **Direct sales.** Enrollment Counselors must employ a consultative, relationship-building sales approach in all interactions with prospective learners.
- **Organization & attention to detail.** Counselors must manage and track active enrollment pipelines for up to 400 prospective students, including all necessary follow-up activities. Counselors must record all interactions with prospective student in the designated system.
- **Interpersonal skills.** Counselors must build rapport with prospective students through an extended sales cycle using telephone, e-mail, texting, and other personal communications.
- **Resourcefulness.** Counselors must draw upon the full resources of the organization in advocacy for prospective students and enrolled learners.

- **Knowledge management.** Counselors must develop an in-depth knowledge of AGS and affiliated college offerings and their distinguishing characteristics; exhibit a consistent proactive tendency to share and draw upon best practices; and contribute constructively to process refinement.
- **Persistence.** Counselors must demonstrate tenacity in follow-through with assigned prospective students.

Role Metrics

- **Sales success.** Defined as conversion rate, which is the percentage of assigned good leads that start (persist to the end of the drop/add period). Target conversion rates for each term will be set by the Director of Enrollment and Marketing.
 - Retention Rate – percentage of starts who are retained to break-even.
- **Direct sales activity.** Sustained performance conducting daily phone conversations to a mix of new and previously reached prospective students.
- **Pipeline management.** Successfully advancing prospective students through the enrollment pipeline. This is measured through the following specific metrics:
 - Response Rate – percentage of new leads who receive a response within 60 minutes of inquiry.
 - Reach Rate – percentage of good leads who have a substantive conversation with the Counselor within 14 days of inquiry.
 - Application Rate – percentage of good leads who complete their application files.
 - Enrollment Rate – percentage of admitted students who register for their first term courses.
 - Yield Rate – percentage of enrolled students who start their degree programs.
- **Pipeline velocity.** Measured as the speed at which assigned prospective students move through the enrollment pipeline.
- **Database management.** Frequency (objective) and quality (subjective) of database entries pertaining to key prospect demographic and psychographic characteristics, admissions criteria, and closed and lost sales.
- **Referrals.** Frequency of referral leads from prospective students and enrolled learners.

Desired Experience, Education, and Competencies

- Minimum of three years of professional experience, and one year of sales experience emphasizing consultative, relationship, and solutions selling skills
- Bachelor's degree
- Demonstrated commitment to lifelong learning
- Computer literacy. Counselors must possess general proficiency in common personal productivity and enterprise applications (i.e. Microsoft Products, Jenzabar, Salesforce).
- Writing skills. Counselors must be able to generate professional correspondence via e-mail and letters.

Personal Attributes:

- The successful candidate will demonstrate a professional and personal commitment to the mission, vision, and values of Montreat College. That commitment includes agreement with the published Statement of Faith found here: <http://www.montreat.edu/about-us/faith-statement/>
- Counselors must possess exemplary personal integrity, demonstrated in their ability to set accurate expectations for prospective students.

Supervision:

- Position reports to the AGS Director of Enrollment & Marketing

Expected Schedule:

As a salaried employee, there is an expectation for a minimum of a forty-hour work week, working in the office, Monday through Friday.

Application Requirements:

Review of applicants will begin immediately and continue until the position of filled. We request candidates send the following materials:

- 1) Application <https://www.montreat.edu/about/job-openings/application/>
- 2) Cover Letter
- 3) Résumé
- 4) Statement of Faith
- 5) List of Three Professional References with Contact Information

Send materials by email to:

Jim Paden
AGS Director of Enrollment and Marketing
Montreat College
jim.paden@montreat.edu

Incomplete application submissions will not be considered.