UNIVERSITY OF WISCONSIN-SUPERIOR
POSITION DESCRIPTION
Associate Advisor
Admissions Department

Working Title: Admissions Counselor
Hayes Hill Title/Level: Advisor, Associate, 12-month renewable, 1.0 FTE
Position Reports To: Executive Director of Admissions

Position Summary:
Reporting to the Executive Director of Admissions, the Admissions Counselor represents the University of Wisconsin-Superior to prospective on-campus students through the duration of the recruitment process and guides students from the initial point of inquiry to the first day of classes. This includes representing the university at college fairs, high school events, and through various online and virtual formats regarding admissions requirements, academic programs, financial aid and scholarships, residence halls, student organizations and activities. The Admissions Counselor will assist in the development and implementation of programs and partnerships, both on and off-campus that enhance access and opportunity for prospective students and supports actions and approaches that assist the University of Wisconsin-Superior in achieving a diverse student body.

Essential Duties, Tasks and Responsibilities:
1. Assists in the development of a recruitment plan and goals for their individual territory that integrates with the overall recruitment plan of the university
2. Independently execute semester-based travel plans consisting of pre-scheduled college fairs, high school visits, and other high school recruitment events, such as presentations, while balancing application and inquiry follow-up and outreach
3. Contributes to the achievement of university enrollment and recruitment goals and objectives by representing the University of Wisconsin-Superior at college fairs and high school recruitment visits
4. Advise prospective students and their families regarding admission requirements, academic programs, financial aid and scholarships, residence halls, student organizations and activities
5. Respond to and initiate contact with prospective students through written, phone, email and in-person; meet with visiting students and their families; track all prospective student contact in CRM database
6. Collaborate and work closely with other admissions counselors to ensure a productive team environment
7. Join, and participate in, regional admission, school counselor associations and transfer events to build solid working relationships
8. Assist in the development and delivery of on-campus events and programs, off-site events and programs, and virtual programs
9. Assist with meeting enrollment, recruitment and student service objectives of the university by performing other essential duties and responsibilities as assigned
10. Complete mandatory trainings and professional development opportunities
11. Other duties as assigned

Knowledge, Skills and Abilities:
1. Knowledge of at least one of the following areas: admissions, financial aid, recruiting, advising or counseling and/or teaching
2. Knowledge and understanding of higher education and the value of a public liberal arts education
3. Skill in strong cross-cultural interpersonal and writing skills, including public speaking skills and the ability to present the University of Wisconsin-Superior in a positive way to diverse populations
4. Proven ability to work effectively with K-12 partners, prospective students and their families
5. Ability to manage a variety of tasks and organize a variety of on and off-campus events
6. Ability to exhibit a high level of initiative and motivation
7. Ability to travel, load and transport admission materials, displays and other equipment
8. Ability to work and be productive in a team environment
9. Ability to work evening and weekend hours
10. Ability to represent the admissions office positively through a strong, student-centered ethic

Required Qualifications:
1. Bachelor's degree from an accredited institution
Desirable Qualifications:
1. One or more years working in college admissions
2. Knowledge of Student Information Systems (SIS) and Customer Relations Management (CRM) System
3. Familiarity with University of Wisconsin-System