UNIVERSITY OF WISCONSIN–SUPERIOR
POSITION DESCRIPTION
Admissions Counselor
Office of Admissions

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

Position Summary:
Reporting to the Director of Admissions, the Admissions Counselor represents the University of Wisconsin-Superior in activities directed at attracting online and transfer students; including college fairs and community college visits. Efforts will be focused communicating information related to admissions requirements and process, academic programs, financial aid and scholarships, and information pertaining to academic advising. 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 online and transfer students and supports actions and approaches that assist the University of Wisconsin-Superior in achieving a diverse student body. This position will be located on the University of Wisconsin-Superior campus with the expectation that this position will travel about 25% of the time. Travel will be determined with the Director of Admission and will include focus on locations in Wisconsin, Minnesota, and the Upper Peninsula of Michigan.

Duties, Tasks and Responsibilities:
1. Assist in the development of a recruitment plan and goals for online and transfer students that integrate with the overall recruitment plan of the university
2. Contribute to the achievement of university enrollment and recruitment goals and objectives by representing the University of Wisconsin-Superior at college fairs, community colleges, and other applicable events
3. Advise prospective online and transfer students regarding admission requirements, academic programs, financial aid and scholarships, and information pertaining to academic advising
4. Respond to and initiate contact with prospective students through written, phone, email and in-person; meet with visiting prospective students; track all prospective student contact in CRM database
5. Collaborate and work closely with other admissions counselors to ensure a productive team environment
6. Respond to written, phone, email and in-person inquiries; meet with visiting students and their families
7. Assist the Director of Admissions with the development and implementation of recruitment and communication strategies for underrepresented students that integrate with the overall recruitment plan
8. Work closely with the Registrar’s Office, Office of Academic Advising, and Office of Alternative Delivery and Outreach.
9. Provide information about UW-Superior to prospective new freshmen, transfer, graduate and distance learning students
10. Engage with internal and external diversity-related organizations and government agencies that support our diversity strategies
11. Join, and participate in, regional admission associations and online focused admissions associations to build solid working relationship and enhance skills
12. Assist in the development and delivery of on-campus events and programs
13. Assist with meeting enrollment, recruitment and student service objectives of the university by performing other essential duties and responsibilities as assigned
14. 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 community college partners, and prospective students.
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.
2. One or more years experience working in college admissions or related field in higher education.
3. Valid driver’s license.

**Desirable Qualifications:**

1. Master’s degree from an accredited institution.
2. Three or more years experience working in college admissions, preferably with online or transfer students.
3. Knowledge of Student Information Systems (SIS) and Customer Relations Management (CRM) System.
4. Familiarity with University of Wisconsin-System.