



**Job Title:** Admissions Counselor/Recruiter  
**Department:** Online Professional Studies & Graduate Studies  
**Report to:** Director of Online Professional Studies

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Full-time Position  
FLSA Status: Exempt  
Hours per week: approximately 40

### **POSITION SUMMARY:**

Represent and promote the educational opportunities provided by Southwestern Christian University to prospective students, employers, churches, and the general public of the college. Recruit and select prospective applicants to the Online Professional Studies department and Graduate Studies department. Assist prospective students through the process of admissions. Contact prospective students, inquiries, and applicants by phone, email, and social media in an efficient and effective manner. This position presents the first impression of the university to prospective students and will be required to attend off-campus events on occasion. This position will also assist in some advising duties once the prospective students have been admitted into the program.

### **ESSENTIAL DUTIES AND RESPONSIBILITIES**

- Work with prospective students within the database to assess and meet the needs of individuals by developing and maintaining relationships with prospective students through correspondence utilizing phone, email, social network platforms, cards, letters, and personal contacts.
- Handle incoming inquiries.
- Recruit applicants through visits with counselors of Oklahoma two-year colleges, career/job fair activities, and meetings with industry groups to explain college educational programs and services.
- Willing to work evenings a couple of days a week and be flexible for events.
- Assist in the design and implementation of targeted recruitment activities.
- Provide input in the development of marketing strategies, social media pages, and printed materials as well as on the web and via internet marketing. Assist in the development of new recruiting materials as market needs arise.
- Plan and represent the Adult program at Information Evenings and New Student Receptions.
- Responsible for providing analysis and reports on all aspects of student recruitment efforts.
- Make regular contact with prospective students by phone and email.
- Meet annual recruitment goals.

- Enter prospects into CAMS and various databases.
- Assist students through the application, enrollment, and registration processes.
- Communicate professionally and regularly to prospective students and applicants about the next steps, upcoming events, admission dates, etc.
- Communicate professionally to applicants about the programs and options available to students.
- Ability to travel locally (within the state of Oklahoma).
- Provide academic advisement to students within the department.
- Perform any other duties assigned by the Online Professional Studies Director.

### **QUALIFICATIONS:**

To perform this job successfully, an individual must be able to perform each essential duty satisfactorily. The requirements listed are representative of the knowledge, skill, and /or ability required. Reasonable accommodations may be made to enable individuals with disabilities to perform essential functions.

### **EDUCATION and/or EXPERIENCE:**

**Education:** This position requires a bachelor's degree. A graduate of Southwestern Christian University or familiarity with the institution as well as experience in recruiting and/or sales.

### **COMPUTER SKILLS:**

Basic computer knowledge in Microsoft Office Suite, Google Drive, CAMS, and social media is required.

### **PHYSICAL DEMANDS:**

The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform essential functions. While performing the duties of this job, the employee is regularly required to talk or hear. The employee frequently is required to stand; walk; sit; use hands to finger, handle, or feel; and reach with hands and arms. The employee must regularly lift and /or move up to 50 pounds. Specific vision abilities required by this job include close vision, distance vision, color vision, and the ability to adjust focus. The employee must possess the ability to travel utilizing an automobile for short and long distances, and/or airplanes.

### **WORK ENVIRONMENT**

The work environment characteristics described here are representative of those an employee encounter while performing the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform essential functions.

### **APPLICATION:**

To apply for this position, a cover letter and resume must be emailed to: [hr@swcu.edu](mailto:hr@swcu.edu)  
 Along with this, the online application must be filled out and submitted at -  
<https://swcu.edu/contact/employment>

Southwestern Christian University is a Christian institution of higher education affiliated with the International Pentecostal Holiness Church. Southwestern Christian University complies with federal and state guidelines for non-discrimination in employment.