



PROFESSIONAL POSITION DESCRIPTION

Position Title: Admissions Counselor

Department: Admissions

Location: Randall Student Center, Suite 138, Augusta

Schedule: Monday through Friday, 8:00 am to 5:00 pm, with evenings and weekends as needed

Work Year: Full-time, Fiscal Year

Reports to: Director of Admissions

STATEMENT OF THE JOB: The Admissions Counselor supports the overall UMA Enrollment Plan by assisting prospective students from the inquiry stage through the application process.

ESSENTIAL FUNCTIONS:

1. Develop and implement student recruitment activities.
 - Travel in and out of state representing UMA at student recruitment events involving community colleges, adult education facilities, college fairs, businesses, community service agencies, governmental agencies, and others.
 - Create and maintain relationships with guidance counselors, educators, adult education directors, human resources personnel, local employers, and others to facilitate the identification and recruitment of potential students.
 - Develop, plan, organize, and implement on- and off-campus activities to attract prospective students. Initiate and manage the collaboration of multiple constituencies, including but not limited to University Centers and other educational institutions as needed.
 - Serve as a lead recruiter for specific populations/territories as determined by the supervisor.
 - Provide recruitment activity reports and analysis with electronic tools developed for prospect management and recruitment.
2. Assist prospective and newly admitted students.
 - Meet with prospective students to provide information about programs, degree options, and University services including but not limited to financial aid, advising, and tutoring.
 - Guide prospective students through the admissions and application process.
3. Represent the University at appropriate functions.
4. Participate in UMA committees and governance unit activities.
5. Continue to develop academically and professionally by attending regional and national meetings as permitted.
6. Participate in appropriate community activities.

Note: UMA reserves the right to change or assign additional duties as necessary.



SUPERVISORY RESPONSIBILITIES: This position has no supervisory responsibilities.

BUDGET RESPONSIBILITIES: This position has no budgetary responsibilities.

KNOWLEDGE, SKILLS, AND ABILITIES:

- Strong oral, written, and interpersonal communication skills
- Computer literacy
- Ability to work independently and as a member of a team
- Ability to travel on behalf of the University
- Knowledge of customer relationship management systems
- Familiarity with the University of Maine System structure, policies, and procedures

REQUIRED QUALIFICATIONS:

- Bachelor's degree or the equivalent combination of education, training, and/or experience

LICENSES/CERTIFICATIONS: N/A

DESIRED QUALIFICATIONS:

- Bachelor's degree
 - One or more years of experience in recruitment and/or admissions
 - One or more years of experience with event/project planning
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WORKING CONDITIONS:

The individual in this position should be able to perform in the following working conditions with or without accommodations:

- frequently work in areas with moderate to loud noise
 - occasionally be exposed to outdoor weather conditions when traveling to offsite locations
 - frequently need to travel to perform the required duties of the position
 - frequently need to move/traverse to accomplish required duties, which may include climbing, balancing, stooping, kneeling, and/or crouching
 - constantly use their fingers and hands to accomplish required duties
 - constantly communicate with others in person, in writing, or over a telephone or video conference
 - required to have close visual acuity to perform several of the essential duties including preparing documents and viewing a computer terminal
 - exert up to 20 pounds of force occasionally, and/or 10 pounds frequently, and/or a negligible amount of force constantly to lift, carry, push, pull, or otherwise move objects.
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For Human Resources Use

Date Approved:

Date Revised:

Job Family:

Salary Band: 1



Unit: UMPSA

Position #: 00021379