

POSITION DESCRIPTION – ADMISSIONS COUNSELOR – Full-Time

Supervisor: Director of Admissions
Employment Status: Full-time, Exempt

PRIMARY OBJECTIVE

Delaware College of Art and Design seeks to fill the position of Admissions Counselor who will function as a part of the Admissions team to recruit qualified students to our AFA program in accordance with its mission. The Admissions Counselor will represent the institution at both internal and external recruiting events, including, but not limited to, college fairs, high school classroom presentations, portfolio days. The College and the Office of Admissions foster supportive, team-oriented working environments.

RESPONSIBILITIES AND DUTIES

General Duties:

1. Support and assist the Director of Admissions in all elements and activities of recruitment and enrollment.
2. Work with Admissions team to continue a dynamic office philosophy of transparency and shared workloads.
3. Intermittent evening and weekend activities throughout the year.
4. Travel during fall and spring semesters.
5. Other administrative duties as assigned.
6. Data entry, reporting and monitoring.

Recruiting Duties:

1. Aid in developing a strong pool of prospects and applicants through active recruitment. Develop and maintain a network of local, national, and regional contacts.
2. Present College information in an effective manner through high school visits, campus tours, information sessions, appointments, and outgoing communication based on overall strategy as well as seasonal initiatives.
3. Assist in the execution of a planned strategy for recruitment activities within an assigned territory, including but not limited to researching and analyzing historical data to guide decisions.
4. Recruit, develop, and maintain positive relationships with art teachers and guidance personnel at high schools, college fairs, portfolio days, and similar functions. Maintain a caseload of student files for follow up from prospective to enrolled students.
5. Support the Director of Community Programs with summer camp coordination and supervision (May through August) to increase the applicant pool.
6. Assist the Director of Admissions in ensuring timely prospect and applicant management through to enrollment by conducting student interviews, portfolio reviews, and review of all required application documents.
7. Follow-up on presentations through telemarketing and written correspondence.

Qualifications

- Bachelor's degree in a relevant field (studio art preferred).
- Experience presenting in front of an audience, preferably to high school students and art educators.
- Experience as a professional artist/designer; teaching, sales, and/or customer service preferred.
- Proficient computer skills (Windows, Word, Excel, PowerPoint, and/or Adobe CS); CRM experience (Hobson's Radius or other) preferred.
- A valid driver's license and access to a vehicle for travel within the mid-Atlantic (75% of travel is local).

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