



## JOB DESCRIPTION

**TITLE: Admissions Counselor—Tri-Cities**

**COLLEGE/SCHOOL/DEPT:** Tri-Cities Site

**DATE PREPARED:** February, 2022

**REPORTS TO:** Regional Director, Tri-Cities

**FLSA:** Non-Exempt

### **POSITION SUMMARY:**

This position is responsible for maintaining the enrollment pipeline of students for the Heritage University Tri-Cities Site. This is accomplished through recruiting efforts and accurate and efficient processing of admission applications to the university. The Admissions Counselor is the first point of contact for prospective students, parents, and other members of the Tri-Cities community; prompt, accurate and courteous customer service is critical to the successful operation of this office. Admissions Counselors facilitate the introduction of Heritage to prospective students and their families and are vital members of our community. Admissions Counselors actively collaborate with other Tri-Cities Site staff, Financial Aid, Student Affairs & Enrollment, our faculty, and colleagues across campus to enroll a diverse, enthusiastic and intellectually curious group of students to help live the Heritage mission.

### **PRINCIPAL DUTIES AND RESPONSIBILITIES:**

1. Recruit exceptional students for the five bachelor's degrees offered in the Tri-Cities as well as the Masters in Teaching by reaching out to CBC and other community colleges, local high schools, businesses, industries and the Tri-Cities community.
2. Communicate consistently and effectively with prospective students and their families in person and via phone, email, text messaging, printed media, and the internet.
3. Greet and meet visitors in absence of the Regional Director and Assistant Regional Director, receives the public and answers phone.
4. Meet quantitative and qualitative departmental goals for inquiries, applications, admitted and enrolled students.
5. Build and maintain productive relationships with faculty and administrators at Columbia Basin College and local high schools to establish a reliable enrollment pipeline so that students can transition seamlessly to Heritage University.
6. Foster relationships with faculty, staff and administrators of organizations that serve youth in our community (e.g. GEAR UP, Upward Bound, and College Success Foundation).
7. Work in the community to increase public awareness of Heritage University programs, success stories and opportunities.
8. Work collaboratively with colleagues in financial aid, advising, registrar, the business office, and other campus offices to ensure a consistent and smooth transition from applicant to student.
9. Maintain a detailed knowledge of degree programs, including requirements, curriculum, policies and procedures, student and faculty accomplishments and general knowledge about Heritage University.
10. Represent Heritage University at community activities and events. This is most commonly done with tabling at functions. Some evening and weekend hours are required.
11. Participate in state, regional, and national conferences, trainings and meetings to maintain knowledge of current industry best practices.
12. Handle confidential student information with tact, discretion and in compliance with FERPA regulations.

13. Assist with on-campus events as needed (workshops, convocation, commencement, welcome back programs, awards ceremonies).
14. Represent Heritage University in the most positive manner with prospective, former and current students, clients, suppliers and the community we serve.
15. Interact effectively with a diverse group of faculty, other educators, administrators and the rest of the Heritage University community.
16. Learn and use best practices of the department and Heritage University.
17. Uphold the Heritage University Mission Statement.
18. Perform other duties as assigned by Regional Director or Assistant Regional Director.

**KNOWLEDGE, SKILLS AND ABILITIES REQUIRED:**

**A. Knowledge:**

- Bachelor's degree preferred.
- Demonstrated experience working in higher education programs serving diverse students preferred.
- Demonstrated ability to develop effective working relationships with faculty, campus officials, staff, and community agencies and schools and students from diverse backgrounds required.
- Persons coming from backgrounds similar to our student populations are encouraged to apply.
- 2-5 years' experience working with low-income, first generation and/or students with different abilities required, in higher education preferred.

**B. Skills:**

- Extraordinary interpersonal skills; must be able to effectively communicate with a wide range of populations throughout the day, including traditional and nontraditional students, families, school staff and administrators, and business and community leaders.
- Experience working in a professional setting with demonstrated ability to manage a high volume of tasks simultaneously.
- Team oriented approach, desire, and ability to work closely with peers.
- Sensitivity to working in a multicultural setting is imperative.
- Able to use multi-line phone system, IBM compatible computer and Microsoft Office suite required, knowledge of Salesforce and/or the Jenzabar EX student information system is a plus.
- Bilingual/biliterate/bicultural in English/Spanish is preferred.
- Professional dress required.

**APPLICATION INFORMATION AND DEADLINE** Applications should include the following:

- Cover Letter
- Resume
- List of References (*names, addresses & phone numbers of 3-5 current professional references*).
- HU Employment Application    LINK:HU App

Review of applications will begin immediately and will continue until the position is filled.

To apply, please email application material to: [Humanresources@heritage.edu](mailto:Humanresources@heritage.edu) or Heritage University Office of Human Resources 3240 Fort Road Toppenish, WA 98948