



JOB DESCRIPTION:	Admissions Counselor		
DEPARTMENT:	Office of Admissions & Recruitment		
REPORT TO:	Director of Undergraduate Admissions/Recruitment		
EEO CLASSIFICATION:	Professional	FLSA STATUS:	Exempt
CUPA HR CLASSIFICATION:	#412130	DATE APPROVED:	02-SEP-2020
		DATE MODIFIED:	17-MAR-2025

SUMMARY: The Admissions Counselor works with all incoming undergraduate students to prepare them for starting or continuing college, and assists them with first year advising.

DUTIES:

1. Serves as a liaison to develop partnerships between the University and local school systems throughout the state. Establishes and maintains close working relationships with a variety of educational contacts for the purpose of assisting the local school systems and students and parents.
2. Assists incoming students and their parents in with applications, registration, and degree/program options and advisement.
3. Helps with the transcript evaluation process and matriculation of incoming, returning, and transfer students.
4. Participates in the development of student recruitment and retention plans, strategies, and written materials.
5. Maintains a current working knowledge of academic programs and student life activities.
6. Works closely with academic departments to ensure that the most current and up to date program information is being given to students.
7. Participates in the development of department goals and objectives; recommends, implements, and administers policies and procedures to enhance operations. Ensure consistent enforcement of admissions policies and procedures.
8. Assists students throughout the admissions process.
9. Ensures enrollment goals are achieved regarding application, acceptance and enrolled students.
10. Responsible for day to day procedures of the admissions office including email/phone communications, processing incoming mail, and data entry.
11. Assists in all areas of the application process to garner completed application files. This includes processing online internet submissions, corresponding with applicants regarding missing application materials, updating applicant files with supporting materials.
12. Participates and assists in all aspects of Open House, Student Orientation and other events.
13. Performs other duties as assigned.

REQUIREMENTS:

1. **Education/Background:** Bachelor's Degree or Associate degree or 60 college credit hours or more with 2 years of experience in sales/marketing or related work in higher education. Recruiting or sales experience preferred. Bilingual (Spanish) preferred.
2. **Job Knowledge:** Knowledge of the basic program content and requirements of all degrees offered. Considerable knowledge of college readiness standards and initiatives. Ability to keep complex records; to assemble and organize data of complex nature, and to prepare and submit reports in acceptable formats. Ability to establish and maintain good working relationships.

Ability to work independently in remote locations with little to no supervision. Knowledge of safety and security precautions appropriate to work performed. Must have solid demonstrated knowledge of administrative functions. Must be knowledgeable of University policies. Must be able to maintain a high level of confidentiality. Must be able to handle multiple deadlines and maintain accuracy. Must be sensitive to cultural differences within the University and community. Fluent in Microsoft Office Applications.

3. **Working Conditions/Physical Demands** (With or Without Accommodations):— Normal office environment, may travel some within the community when needed. May be required to transport normal office equipment and materials. Ability to comprehend and work with a variety of information from various sources. Able to clearly communicate with a diverse population of individuals. Ability to compose correspondence and reports and remain in a sedentary position for prolonged periods of time. May be required to work additional hours or days depending on circumstances.
4. **Other Requirements:**
 - a. Requires a valid driver's license.
 - b. Required to complete Defensive Driving Course within 6 months. (If applicable to the role)

This job description is not an exhaustive list of all responsibilities, skills, duties, requirements, effort, and/or working conditions associated with the position. Management reserves the right to revise the job or to require that other or different tasks be performed when circumstances change. In addition, this job description is not intended to create a contract of employment between the employee and Western New Mexico University, nor shall it be regarded as a promise to provide specific terms or conditions of employment.

I have read, understand and accept a copy of this job description.

Employee Signature

Date

Employee Name (Printed)