

POSITION DESCRIPTION

**Job Title:** Admissions Counselor  
**Department:** Enrollment  
**Reports To:** Director of Admissions  
**FLSA Status:** Full-time, Exempt  
**Prepared Date:** July 2023

**Summary:** The Admissions Counselor, through faithful service to accomplish the mission of Kuyper College exists to promote Kuyper College and support its enrollment efforts by managing effective relationships with prospective undergraduate students, parents, and other influencers. This is accomplished by a coordinated effort within the enrollment team and across the college. Key activities include travel, personalized correspondence, daytime and evening phone contacts, electronic communication, hosting visitors on campus and intentionally building and nurturing relationships with key influencers.

**Essential Duties and Responsibilities** include the following:

- Manage an admissions counseling/student recruitment assignment with specific contact and recruitment goals.
- Visit churches, high schools, college fairs, and attend special events to build Kuyper's visibility, develop relationships and recruit students. The nature of the duties will require some overnight, weekend and evening hours.
- Counsel prospective students and parents regarding the general college search process, all aspects of college life, and admissions and financial aid process.
- Connect prospective students and parents with other college resources, including faculty, student life, academic office, and business office.
- Participate in the planning and implementation of on-campus and off-campus admissions, recruitment, financial aid, and orientation events.
- Host student visitors and parents for individual visits and tours of the campus.
- Participate in the planning and execution of social media campaigns, as well as, having knowledge of how various social media platforms function.
- Understand and represent Kuyper College and its reformed philosophy, beliefs, distinctive characteristics, and objectives to prospective students, parents, and influencers.
- Assist in supervising afternoon and evening calling shifts for Student Interns.
- Maintain and accurately record regular contact with prospective students, parents and influencers.
- Work with International students during the admissions process
- Maintain and accurately record paperwork needed for International student files.
- Keeping Kuyper's international SEVIS file up to date, along with student status with the federal government.
- Maintain current knowledge of Kuyper programs, activities, and opportunities and effectively communicate these to prospective students, parents and friends of the college.
- Uphold the NACCAP (North American Coalition for Christian Admissions Professionals) Principles of Good Practice in promoting Kuyper College.
- Other duties as assigned.

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

# KUYPER COLLEGE

**Education and/or Experience:** Bachelor's degree required; preferred 1-2 years experience in higher education, sales, public relations, nonprofit administration or business, and primary or secondary education. Knowledge of standard policies and procedures required.

**Certificates, Licenses, Registrations:** A valid U.S. driver's license is required.

**Communication Skills:** This position requires drafting correspondence; proofreading correspondence for spelling, grammar, and content errors; and performing other tasks requiring a significant level of communication skills. Maintain and handle confidential information.

**Decision Making/Judgment:** This position requires independent judgment in setting priorities and organizing work to accomplish results. Some of the responsibilities of this position are performed in accordance with existing procedures and instructions.

**Computer Skills:** To perform this job successfully, an individual should have knowledge of and capacity to effectively utilize Database software, Internet software, Spreadsheet software, and Word Processing software.

**Other Skills and Abilities:**

- 1) Self-motivation
- 2) High energy
- 3) Ability to effectively interact and work with all types of people, including those of a different race, age or gender
- 4) Ability and desire to understand Kuyper College
- 5) Ability to travel for extended periods of time on college business
- 6) Enthusiastic supporter of Christian higher education, ministry-focused Christian leadership, and the goals of Kuyper College

**Accountability:** The position follows practices and routines that are established by others and/or provides support to employees in the Enrollment Division.

**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 the essential functions:

- 1) Lifting and/or carrying objects weighing 5-25 lbs.
- 2) Pushing or pulling of carts, dollies, and the like.
- 3) Driving an automobile on public roads and highways and overnight travel.
- 4) Ability to stand for long periods of time and give walking tours of the campus.
- 5) Proofreading and checking documents for accuracy.
- 6) Using a keyboard to enter, retrieve or transform data.

If interested, please send your resume and cover letter to [HRapplications@kuyper.edu](mailto:HRapplications@kuyper.edu)

**THANK YOU FOR YOUR INTEREST IN KUYPER COLLEGE**

*Bringing God's Grace into Today's Culture*