



Example of Enrollment Counselor Job Description

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Our company is looking for an enrollment counselor. Please review the list of responsibilities and qualifications. While this is our ideal list, we will consider candidates that do not necessarily have all of the qualifications, but have sufficient experience and talent.

Responsibilities for enrollment counselor

- Make recommendations to improve customer service, efficiency and effectiveness by identifying lead quality issues/tech issues/business process issues
- Participate in the department's student events including, but not limited to, Dean's List and Scholarship Receptions, New Wildcat Welcomes, commencement
- Manage all aspects of graduate student recruitment as assigned, including pre-admissions advising, applicant counseling, acceptance processing, and enrollment with proactive, timely follow-up with the prospective student at every stage
- Provide reports, updates, and any other pertinent information to supervisor on a regular basis or upon request
- Participate in the student events including, but not limited to, Dean's List and Scholarship Receptions, New Wildcat Welcomes, Instant Decision Days, Transfer Fairs, commencement
- Staff and complete tasks at on-campus events at the direction of the event coordinator
- Advise students on University policies (registration, withdrawal, course materials, financial aid)
- Work various shifts to accommodate inquiries in different time zones
- Manage all aspects of adult and graduate student recruitment as assigned, including pre-admissions advising, applicant counseling, acceptance

- Maintain a daily minimum standard of inbound and outbound calls to prospective students

Qualifications for enrollment counselor

- Must complete frequent travel via car throughout Southern California and able to travel by plane to Cal Maritime for trainings and events a minimum of four times per year
- Possession of the knowledge and abilities is typically demonstrated through the equivalent of two years of professional experience in one of the student services program areas or in a related field
- Ability to quickly acquire a general knowledge of Cal Maritime and CSU/Cal Maritime enrollment requirements, policies, and procedures, general knowledge about financial aid processes and procedures
- Master's degree or working toward completion of Master's degree
- Progressive experience applying marketing/selling techniques and methods, designing promotional presentation materials and giving public presentations
- Demonstrated experience using a CRM, Outlook and other software to manage daily administrative tasks efficiently and effectively