



Example of Enrollment Counselor Job Description

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Our company is looking for an enrollment counselor. To join our growing team, please review the list of responsibilities and qualifications.

Responsibilities for enrollment counselor

- Advise prospective students on the requirements and the procedures for the admissions process primarily via telephone
- Responsible for enrollment management of assigned territories using statistical data, tracking prospects and inquiries through funnels, and development of communication plans (calls, letters, and emails)
- Participates in off-campus recruitment events locally and state-wide for the purposes of recruiting prospective transfer students
- Provides pre-admission counseling for prospective transfer students and families
- Follow up with corporate students via inbound phone calls, outbound phone calls or emails due to them indicating interest in Arizona Online
- Plans and orchestrates complex large-scale recruitment events in coordination with the Corporate Client Manager such as Fall and Spring Career Days, Graduate School Day, or Education Career Fair, employer summits, mixers, special employer speaker events, and panels
- Advise students about degree programs on the phone or in-person (on site at corporation) to determine best fit for students
- Navigates and maintains Arizona Online's Customer Relationship Management system (CRM), PeopleSoft (UAccess) record, and automated phone system (dialer) as it relates to corporate students
- Responsible for upholding quality assurance standards of the university and the various corporate partners by participating in coaching sessions with the Arizona Online Quality Assurance Manager
- Helps to support and encourage other Corporate Enrollment Partner(s) to

Qualifications for enrollment counselor

- Ability to learn quickly, work independently and be effective in a dynamic work environment
- Able to see "big picture" and think strategically
- Excellent communication skills including the ability to write clearly, concisely and persuasively
- Able to communicate professionally with composure, deal effectively and diplomatically with all individuals
- Strong customer-service based approach to recruiting and relationship building
- Strong attention to detail, including the ability to multi-task and prioritize