



Outreach Counselor Job Description

Position Status: Full Time

Work Hours: Monday—Friday 8:30 am—4:30 pm and Recruiting Schedule as required

Accountable to: Director of Admissions

General Functions:

The Outreach Counselor is responsible for connecting with the community and the public in efforts to recruit prospective students. The Outreach Counselor is responsible for connecting with youth pastors, pastors, churches, high school and college counselors, community outreach coordinators, non-profit organizations, and much more. Is responsible for administering all aspects of the college search and admissions process with prospective students; recruits high school students and transfer students to Criswell College; initiates contact with students, parents, counselors, teachers, youth pastors and communicates specifics about the academic programs offered at Criswell College; encourages prospective students to apply and enroll; explains admissions and financial aid process to prospective students.

Responsibilities:

- 1) Serves as a member of the Admissions team and manages a recruitment territory and/or population; contacts, visits, and informs prospective high school and transfer students about Criswell College programs, culture, mission, and life on campus; ensures that recruitment goals are met regarding applications, acceptances, and enrolled students;
- 2) Articulates the College's mission to a variety of publics, acting as a liaison between Criswell College and area college counselors/administrators, students, parents, alumni, corporations, and/or governmental agencies;
- 3) Initiates, plans, and executes special projects in conjunction with the goals and objectives of the department;
- 4) Reviews admissions applications, and evaluates credentials;
- 5) Develops and implements specific recruitment projects and management tasks as assigned;
- 6) Manages, plans, and coordinates special recruitment events as assigned;
- 7) Maintains current knowledge of Criswell College's academic, spiritual, recreational, social, extra-curricular, and financial aid programs, and communicates this information to prospective students;
- 8) Encourages a healthy and productive working relationship between the Admissions Department and other Criswell College offices;
- 9) Completes routine reports related to recruitment, projections, conversions, personal schedule, travel, special programs, and/or expense reports;

- 10) Maintains up to date records on inquiries and applicants;
- 11) Telephones and/or emails prospective students, exhibiting a consistent effort to contact them;
- 12) Attends Admissions Team staff meetings and is prepared to report on management tasks that were previously assigned;
- 13) Maintains a steady flow of communication via email, mail, social media, and phone calls with prospective students and applied students in order to establish a relationship between the prospective student and Criswell College;
- 14) Exercises creativity in planning recruitment events, assigned projects and daily activities;
- 15) Works periodic weekends, evenings, and travels locally and out-of-region;
- 16) Will be cross trained in enrollment process for other student populations and cover appointments as needed.
- 17) This job description shall include but is not limited to the above duties.

Initiative, Judgement, and Job Complexity:

This position requires a high degree of initiative and independent judgement; discretion is allowed within current policies and procedures, including the ability to recommend improvements to policies and procedures.

Qualifications:

Candidates should be invested in Criswell College insomuch that they can share positively about the school in a genuine manner. This individual should take pride in their performance at work and must be comfortable working and speaking with students from different backgrounds. Exercise of human relations skills are critical to the success of this position. Position is key to maintaining important Criswell College relations with college faculty, staff, administration, and members of the community and the public. This position includes responsibility for planning the expenditure of college funds, significant expenses while traveling, and responsibility for college equipment, technology and records.

Knowledge and Skills:

Required:

- 1) Knowledge of college admissions guidelines, standards, procedures, and higher education recruitment in general;
- 2) Knowledge of various financial aid programs, including application deadlines and regulations;
- 3) Ability to communicate effectively, both orally and in writing;
- 4) Ability to plan and implement recruitment events in an organized and efficient manner;
- 5) Ability to exercise critical human relations skills in establishing and maintaining effective working relationships with college faculty, staff, administration, students, and members of the community and the public;
- 6) Must be proficient with Microsoft Office (Word, Excel, etc.);
- 7) Must be proficient with social media;
- 8) Must be proficient with all forms of technology including data base systems.

Physical Demands and Working Conditions:

- 1) Inside work environment; non-hazardous work (infrequent exposure to extremes in noise, temperatures, distractions, etc. Little or no exposure to hazards. Generally good working conditions with infrequent exceptions).
- 2) Must be able to drive personal vehicle to off-site recruitment locations
- 3) Light physical exertion
- 4) Normally seated, standing, or walking at will.
- 5) Periodic handling of parcels or supplies up to 50lbs.
- 6) Must transport admissions materials to recruitment locations.

Education and Experience:

- 1) Bachelor's Degree required
- 2) Experience in higher education admissions, counseling, sales/marketing, or related field is preferred.

Contact:

Interested parties should submit a resume and cover letter to:

Luis Juárez, Vice President Student Affairs and Communications, Dean of Students

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Dallas, TX 75246

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Phone: (214) 818-1345