Position Description: Admissions Specialist

Division: Student Services  
Department: Student Services  
Supervisor's Position: Director, Academic Coaching & Enrollment  
FLSA Status: Non-Exempt

The following statements are intended to describe the general nature and level of work being performed. They are not intended to be construed as an exhaustive list of all responsibilities, duties, and skills required by the position. Duties will be modified as needed; work assignments and schedule are based on the needs of the college.

Job Summary:

The Admissions Specialist assists in the development, implementation, coordination and ongoing refinement of the student intake process. The Specialist works with the Director of Academic Coaching and Enrollment and the Marketing Department to coordinate and direct efforts to convert prospective students into enrolled students through outreach and follow up.

Essential Duties and Responsibilities:

1. Assists with the development and implementation of a prospective student communication plan so targeted communication related to events, processes, deadlines, etc. are directed to relevant prospects.
2. Coordinates and directs efforts to convert prospective students into enrolled students through outreach and follow up.
3. Collects daily reports/data on inquiries and applicants to direct efforts to move prospects to active students.
4. Disseminates information to Admissions Counselors and ensures that all leads are followed up on.
5. Assists with specialized tasks and projects involving implementation of recruitment and admissions events and activities.
6. Develops and coordinates efforts associated with moving concurrent/dual credit students through the transition to traditional student.
7. Assists students, prospective students, parents, and educational administrators on the College’s admissions process. Provides information, answers questions, and refers to the self-service center, Academic Coaches and Financial Aid Specialists.
8. Provides assistance with student self-service by distributing tutorial materials, and offering technical help. May occasionally provide backup support for the testing center.
9. Provides students with information via phone, email, and U.S mail by assisting with the Admissions Communications plan.
10. Provides quality customer service and general reception for guests and meeting attendees.
11. Maintains knowledge of all College programs and resources; maintains academic records and information in the ERP system.
12. At all times, engages in and promote teamwork, courtesy, legal compliance, policy compliance, and safety in the WATC workplace.
13. Attends meetings and training sessions. Projects an image of professionalism, including in conduct, communication, and dress.

Education, Experience, Knowledge & Skills Needed:

- Bachelor’s degree required, or combination of education, training and related experience that equates to the required degree.
- Three or more years of experience in higher education or a related field with equivalent functions, preferred.
- Experience coordinating student outreach activities and processes required.
- Excellent customer service skills.
- Excellent written and verbal communication skills.
- User-level knowledge of Outlook, Word and Excel are required. Knowledge of SharePoint is preferred.
- Ability to multi-task and prioritize with strong organization skills.
- Ability to operate various office equipment, including but not limited to computers, telephone systems, calculators, copiers and facsimile machines.
- An operating knowledge of Student Services software, such as Banner, is required within three months of entering the position.

Other Position Requirements:

1. Works effectively and productively as a team member. Keep others informed of information needed. Treats others with respect, maintaining a spirit of cooperation.
2. Maintains effective and professional verbal and written interactions with peers, customers, supervisors and other staff. Uses diplomacy and tact in dealing with difficult situations or people. Demonstrates effective listening skills. Is receptive to constructive feedback.
3. Maintains acceptable overall attendance record, to include department meetings, all-employee meetings/trainings as required. Ensures appropriate notification to supervisor for absences, and ensure that work is covered. Be flexible in work schedule when needed.
4. Produces quantity of work necessary to meet job requirements.
5. Demonstrates the ability and willingness to handle new assignments, changes in procedures and business requirements. Identifies what needs to be done and takes appropriate action.
6. Completes assigned work; meets deadlines without reminders/follow-up from supervisor or others.
7. Performs work conscientiously with a high degree of accuracy.
8. Participates in a minimum of 20 hours professional development activities per year to remain current with industry trends and advancements.

Working Conditions:

Must be able to work in a multi-tasked, high-volume environment, completing multiple and competing priorities. Daily attendance is required to meet the needs of students and prospective students. Attendance is required at meetings and in-services some of which may be out of the area. Schedules may fluctuate to accommodate student or College needs, deadlines and delivery of services. Long periods of sitting and/or standing will be required. Extensive data entry/typing. Sufficient vision and hearing are required to complete the work and
interact with students, staff, faculty and the public. Independent travel by car or public carrier is required to enable flexibility to work at alternate campuses/locations when needed. Evening and weekend work may be required. Work schedule will be as needed and required by administration to accomplish assigned duties.

__________________________________
Employee Name (print please)

__________________________________  ______________
Employee Signature                     Date

01/14