

TOMPKINS CORTLAND COMMUNITY COLLEGE

POSITION TITLE

Admissions Advisor

GRADE

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ORGANIZATIONAL UNIT

Enrollment Management

REPORT TO

Director of Admissions

APPROVED BY

Board of Trustees
June 18, 2015

SUMMARY

Responsible for assisting in the implementation of the College's comprehensive strategic enrollment management and recruitment plans. Conducts school visits and works with school counselors to identify, promote, recruit, and enroll students to the College. Provides information to applicants and others on the College's admissions criteria, academic programs, career and transfer opportunities, and student services. Works with students, parents and guardians, faculty, staff, community groups, and special populations regarding admissions. Requires extensive recruitment travel.

ESSENTIAL DUTIES AND RESPONSIBILITIES

1. It is expected that the ideal candidate will be goal-centered, innovative, self-motivated, and will have excellent interpersonal and communication skills.
2. Develop an operational understanding of and familiarity with all admissions, academic, career opportunities, student life, student services, athletic, and financial aid programs and processes at the College.
3. Continuously communicate with prospective students and applicants regarding admissions criteria, enrollment processes, academic programs, career opportunities, transfer options, and student services.
4. Professionally represent the College to a range of outside constituencies, including prospective students, parents and guardians of prospective students, school counselors, educational consultants, teachers, coaches, community-based organizations, local businesses, and other educators.
5. Initiate and maintain effective communication and correspondence with college staff, faculty, and outside constituencies, including but not limited to prospective students, their parents and guardians, school counselors, educational consultants, teachers, coaches, community organization leaders, local businesses, and other educators.
6. Develop, implement, and document recruitment and travel strategies for assigned regions and programs; establish and maintain an active network of professional contacts in those regions and programs; meet or exceed established target numbers for applicants and enrolled students within assigned regions and programs.
7. Travel extensively where designated to recruit students and represent the college at appointments, speaking engagements, and events, including but not limited to high school visits, college fairs, professional conferences, and meetings with school counselors, educational consultants, teachers, community organization leaders, and other educators.

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8. Maintain and accurately document all contact with prospective students and their families in the online databases and College procedural forms, including phone conversations, emails, texts, meetings, and events.
9. Conduct initial review and assessment of applicant credentials, make acceptance decisions, and suggest appropriate placement levels for academic advisors.
10. Assist and participate in the planning, coordinating, and implementing admission events, such as Open Houses, the TC3-hosted College Fair, Instant Admit Days, Instant Registration Days, career days, and other events both on- and off-campus.
11. Assist and collaborate as assigned within the comprehensive enrollment management division, including but not limited to concurrent enrollment, workforce development, and marketing-related efforts. Work to actively recruit and enroll students into all enrollment management division cross-functional areas.
12. Participate in new student advisement training and maintain a working knowledge of all academic programs offered by the College.
13. Contribute to office programs and initiatives by leading, participating, and documenting work in special projects and with additional enrollment-related tasks as assigned.
14. Serve on various college committees and perform other appropriate duties as assigned.

MINIMUM QUALIFICATIONS

A Bachelor's or Associate's Degree with 1 year of work experience is required. A valid driver's license is required, and maintenance of driving record is required per college driver requirements. Must demonstrate the ability to meet the travel requirements of the position, which requires frequent and overnight travel to off-site locations. Efficient oral and written communication skills. Strong organization skills, independent judgment, professional maturity, and attention to detail. Ability to build strong relationships and collaborate as part of a team with individuals, departments, and organizations.

DESIRED QUALIFICATIONS

Experience in higher education, college admissions, or a sales and/or recruitment-related position. Experience working with Technolutions Slate or other CRM tools. Demonstrated ability to work on simultaneous projects in a fast-paced environment.

PHYSICAL SKILLS AND ABILITIES

This position requires evening and weekend work as well as extensive travel, which often requires overnight stays.