

## TOMPKINS CORTLAND COMMUNITY COLLEGE

**POSITION TITLE**

Adult Student Admissions Advisor

**GRADE**

1

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**ORGANIZATIONAL UNIT**

Admissions

**REPORT TO**

Director of Admissions

**APPROVED BY**

Board of Trustees  
September 20, 2023

**SUMMARY**

Plays a key role in micro-credential and pathways recruitment and outreach under the supervision of the Director of Admissions. Supports the community engagement strategy that advances the College's mission and goals by partnering with local and regional community organizations. Forges and maintains relationships with regional organizations whose client bases include prospective students in a variety of populations, with a specific focus on adult learners, displaced youth, recently incarcerated individuals, people in recovery, career transitioners, and other unique populations. Leverages relationships at organizations to offer information and recruitment sessions. Conducts strategic outreach at organizations related to career development opportunities through continuing education and engages prospective students through meaningful guidance and support. This position supports the College's mission through outreach and recruitment activities to prospective students and educates partners, community members, and prospective students about micro-credential and pathway opportunities.

**ESSENTIAL DUTIES AND RESPONSIBILITIES**

1. In conjunction with the Director of Admissions and other on-campus partners, identify, cultivate, and steward partnerships with community-based organizations to promote a college-going culture that focuses on charting a path forward, moving towards equity as stated in the Strategic Plan.
2. Recommend best practices in policies, procedures, programs, services, and operations to support students whose needs differ from the traditional college-age student model.
3. Develop and implement community outreach and recruitment programs designed explicitly for unique populations.
4. Meets with community members to explore academic and career interests and discuss and identify clear pathways to meaningful careers utilizing college education, including micro-credentials.
5. Provides outreach and educate community members outside the traditional-age college population through targeted presentations and events at community organizations. Initiatives include night and/or weekend commitments and travel.
6. Provide comprehensive in-person and virtual customer service to prospective students, community members, and partner organizations via email, phone, and texting.

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- 7. Work collaboratively with staff in partner organizations to promote college micro-credentials and pathways.
- 8. Works with the Director of Admissions, the Director of Continuing Education and Workforce Development, and the Strategic Marketing Department to advise on outreach, recruitment, and marketing materials.
- 9. Participate with various campus and community committees to support reaching institutional goals.
- 10. Assist with coordination, outreach, recruitment, and entry-level advisement to connect adult and non-traditional learners with TC3.
- 11. Maintains an understanding of best practices in the field through self-directed and college-supported professional development.
- 12. Assists the admissions team as needed and performs other duties as assigned.
- 13. Travel required.

**SUPERVISION**

Types Supervised (check each category):

- \_\_\_\_\_ Classified Staff
- \_\_\_\_\_ Administrative
- \_\_\_\_\_ Faculty
- \_\_\_\_\_ Adjunct Faculty
- \_\_\_\_\_ Students

Indicate the number in each category:

- \_\_\_\_\_ # of Classified Staff
- \_\_\_\_\_ # of Administrative
- \_\_\_\_\_ # of Faculty
- \_\_\_\_\_ # of Adjunct Faculty
- \_\_\_\_\_ # of Students

**MINIMUM QUALIFICATIONS**

Associate's degree or higher AND one year of professional experience in educational, government, or non-profit organizations. Efficient oral and written communication skills. Exceptional attention to detail and organization skills. Demonstrated computer skills, including Microsoft Suite, word processing, data entry, and email. Demonstrated awareness and ability to work and communicate with others of various ages ethnic, cultural, and socioeconomic backgrounds. Must have a valid driver's license and reliable transportation on a flexible schedule for local and regional travel.

**DESIRED QUALIFICATIONS**

Three or more years of experience related to postsecondary education admissions, financial aid, or outreach. Demonstrated ability to build strong relationships and collaborate with individuals, departments, and organizations. Experience working with Technolutions Slate CRM or other CRM tools preferred.