

Senior Admissions Counselor

Reports to: Director of Marketing, Communications and Enrollment Management

Department: Marketing and Admissions

The Senior Admissions Counselor is responsible for successfully meeting goals to enroll students at Sofia University. This position is responsible for managing outreach, recruitment, and selection of undergraduate degree completion students and graduate students to ensure the successful enrollment of traditional, mature, and transfer students, both on ground and online. This position includes planning, management and coordination of processes, program events, and relationships with community colleges, counselors, students, parents, faculty, and alumni. The Senior Admissions Counselor works directly with the Director of Marketing, Communications and Enrollment Management and collaborates with the Dean of Student Services, the Director of International Partnerships & Recruitment and the Director of Sofia's Global College to achieve enrollment and retention goals.

The Senior Admissions Counselor will possess proven management skills and the critical thinking and analytical skills necessary to lead a dynamic and enthusiastic enrollment team. Sofia University actively sustains recruitment and enrollment as a shared responsibility across the institution.

Responsibilities/Duties:

- Develop and implement a strategic and dynamic recruitment plan while managing a team effort toward understanding and grasping the ever-changing trends in student interest and enrollment behaviors.
- Continue to train and develop the admissions team for outreach, recruitment, application review, selection, and enrollment of the admission market specific to Sofia University
- Plan, organize, budget, assign, and oversee the cycle of virtual and on-ground travel, college fairs, event coverage, and recruiting and yield events for both graduate and undergraduate admissions.
- Work directly with the Director of Marketing, Communications and Enrollment Management to implement and evaluate marketing and outreach efforts to achieve immediate and long-term enrollment goals for new students.
- In collaboration with the Director of Marketing, Communications and Enrollment Management plan and maintain a comprehensive marketing and geographic recruitment strategy to attract new markets and expand the student base.
- Direct the application review process, including timing, file completion, and benchmarking of comparative and qualifying data to admit and reach enrollment goals.
- Use university and outside tools, resources, and technologies for business intelligence, data reporting and analysis to guide recruitment and admission.

- As part of the strategic recruitment plan, develop strong working avenues with outside vendors ensuring strong ROI and strategic focus on enrollment goals.
- Work with the Director of International Partnerships & Recruitment and the Director of Sofia University's Global College in their international recruitment and admissions plans and collaborate with them to facilitate partnerships.
- In collaboration with the Office of Alumni Affairs, continue to support and establish an alumni program, and ongoing collaborative projects with alumni that support enrolment and placements.
- Collaborate with the Academic Leaders and Program Directors to develop academic recruitment strategies which meet academic enrollment goals.
- In collaboration with the Director of Marketing, Communications and Enrollment Management develop a schedule for updating and delivering communication plans, publications, social media, and marketing materials that communicate strategically with potential students. Leverage CRM, direct mail, and other tools.
- Train, supervise, and evaluate performance of the admission professional staff to achieve the objectives of the University's enrollment management plan through direct coaching and mentoring; professional development and supervisory responsibilities that are in accordance with University policies and applicable laws.
- Develop strong relationships with the local community colleges and the counseling community, faculty, administrators, and Sofia University colleagues in order to expand Sofia regionally and nationally.
- Evaluate and implement policies, procedures, and standards for efficient and effective operation of the admission and enrolment process. Assure guidelines and procedures are consistent with Sofia University's mission, goals and applicable regulations, and are responsive to the needs of students and staff.

Qualifications and Requirements:

- Bachelor's degree required Business Management, Psychology, Education, Marketing, Public Relations, Counseling, or related fields. Master's degree in related field strongly preferred
- Five to seven years of progressively responsible positions in enrollment management. Staff supervision and management required.
- Demonstrated leadership ability; record of successful team building and staff development; proven ability to be creative and strategic while working effectively and efficiently with diverse faculty, staff, students and the wider community.
- A commitment to diversity, inclusion and equity and experience working with a diverse student population.
- Ability to think creatively, strategically and collaboratively in order to meet enrollment goals.
- Excellent listening and organizational skills; ability to communicate effectively both orally and in writing with diverse populations.
- Strong customer service orientation: ability to interact and collaborate professionally with a variety of constituencies both on- and off-campus.

- Ability to use and analyze data, create reports, spreadsheets, electronic presentation software in order to make and communicate data driven decisions.
- Proven ability to manage multiple tasks simultaneously; follow through and meet deadlines.
- Work includes some evenings and weekends throughout the year as well as some recruitment related travel.

Equal Employment Opportunity

Sofia University is an Equal Opportunity Employer and prohibits discrimination on the basis of race, color, ethnicity, religion, national origin, age, gender, gender identity/expression, sexual orientation, genetic information, medical condition, marital status, veteran status, and disability. Reasonable accommodations will be provided for applicants with disabilities who self-disclose by contacting the Human Resources Department at 888-820-1484 ext.10200.

Please send your Resume to:

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