



**Position Description**  
**Admissions Counselor/Recruiter**  
(New Mexico, El Paso, Wyoming, Utah,  
and back up to other regions)

**SUMMARY**

**Prescott College** is Arizona's only private, non-profit, liberal arts university and has regularly been recognized as one of the most innovative colleges in the nation for our various self-directed, interdisciplinary, competency-based programs.

As an Admissions Counselor/Recruiter, you are responsible for the engagement and cultivation of prospective students and parents from your assigned areas, supporting their exploration and application processes at Prescott College. You will be responsible for generating conversion and yield strategies to meet targeted enrollment goals.

You will regularly assess your territories and program(s) for ways to personally engage your students, including 1:1 and small group communication as well as virtual and in-person events. You will identify strategic high school and community college partners and support the engagement of those partners.

This position is an in-office, on-campus, position with significant in-state and out-of-state travel. Evenings and weekends will be required.

**ESSENTIAL DUTIES AND RESPONSIBILITIES**

- Proactively manage an active portfolio of undergraduate and/or graduate students, providing professionally superior and differentiated service to achieve enrollment targets. Support future students through the full admissions cycle (prospect, inquiry, application, admissions, onboarding, and enrollment).
- Monitor and manage students in the CRM system, tracking application progress, creating reports, ensuring accurate data input and reviewing applications.
- Develop top-quality information sessions, organize recruitment events, and other activities to connect with, engage, and inform future students. Create opportunities to generate new student leads, in addition to and in partnership with, marketing.
- Partner with assigned program(s) to develop and implement full-cycle recruitment plans.

- Provide unofficial transcript evaluations for prospects and admitted students.
- Assist with the coordination of large admissions visit events such as Preview Days; Counselor Days; large group visit days; and program specific events.
- Network and travel to build and expand existing, creative, and mutually beneficial relationships with students, parents, alumni, educators, corporations, and other targeted individuals and audiences. Support existing strategic partnerships and assist in the establishment of new partnerships.
- Work with other campus departments and entities (financial aid, orientation, housing, academics) to foster matriculation.
- Conduct campus tours.
- Participate in on-campus and virtual Prescott College events, including Preview Days, Accepted Student Days, Open Houses, Information Sessions, and Check-in, etc.
- Perform other duties as assigned.

#### REQUIRED QUALIFICATIONS

- Bachelor's Degree
- Excellent driving record and a valid driver license.

#### PREFERENCE GIVEN TO CANDIDATES WITH

- In depth knowledge of Prescott College.
- Alignment with Prescott College's mission and vision.
- One or more years of progressively responsible admissions experience or equivalent experience in marketing, professional outreach, sales, and relationship management experience. Proven ability to meet or exceed performance goals.
- Strong organizational, research and data collection skills.
- Experienced user of CRM software with a preference for knowledge of Slate. Above average knowledge of Microsoft Word, Excel, and PowerPoint. Familiarity with other contact management, student information systems, and customer relationship management tools.
- Ability to work independently as well as collaboratively in an environment characterized by heavy travel, large workloads, deadline pressures and high standards.
- A service-oriented approach and an awareness of the needs and concerns of a selective private college are required.
- Excellent written, oral communications, presentation, and interpersonal skills, the ability to exercise sound judgment and communicate effectively with a diverse population of students, faculty, staff, alumni, and other constituents.