

Admission Counselor/Assistant Director, Diversity Outreach and Off-Campus Recruitment - 501969 ESTIMATED START DATE: JULY 1, 2021

SUMMARY:

As an integral contributor to the Office of Admission, the University of Richmond's Admission Counselor/Assistant Director is responsible for the recruitment, selection, and enrollment of an academically superior and diverse class each year. The Admission Counselor/Assistant Director manages a geographical region of prospective students and families, plans, implements, and evaluates major admission activities and programs, and represents the University to a wide and diverse audience to influence college choice decisions. The Admission Counselor/Assistant Director will manage and/or assist with major project areas including domestic and international recruitment, off-campus event planning, communications, and prospect management.

RESPONSIBILITIES:

Prospect Management Responsibilities

(Within an assigned region, the Admission Counselor/Assistant Director performs these duties with autonomy and independence.)

Research the regional geo-market using various data to determine the recruitment goals for the region. Perform statistical analysis to project growth, decline, and yield in market as it relates to student mobility, academic quality, and diversity.

Establish short and long-range prospect management goals and action plans for the region. Develop and implement strategies and tactics to identify and expand the potential numbers and types of top prospects in the region.

Determine which recruitment activities are most effective for which market sector and develop a recruiting plan with justifications for recruitment activities selected. Manage the regional travel budget for expenditures associated with recruitment activities.

Plan and implement admission activities related to the recruitment and yielding of prospective students, including planning all travel logistical arrangements and

coordinating school visits, regional receptions, alumni interview training, counselor workshops, and off-campus interviews. Evaluate and assess the effectiveness of admission activities for geographic region.

Aside from assisting in the recruitment and admission of first-generation students, domestic students of color, and international students, contribute to the management of high school partners and various community-based organizations.

Interview and counsel students individually and in small groups to determine the students' educational interests and needs and align those interests and needs with the features and strengths of the University.

Create and utilize queries, reports, and documents in relational databases to facilitate recruitment activities and assess the effectiveness of recruitment activities. Annually review, revise, and develop year-end reports for regional prospect management, recruitment activities, and project responsibilities.

General Recruitment and Admission Responsibilities

Significantly contribute to planning sessions by infusing perspectives, experiences, and opinions that will direct strategic decisions. As a result of planning sessions, direct the creation, implementation, and evaluation of new recruitment and admission initiatives which support off-campus programs.

Cultivate and sustain a "directive counseling" relationship with secondary school college counselors, independent counselors, and other professional organizations with the goal of encouraging top prospects to consider Richmond as a first choice. Sustain long-term productive contact with constituencies via email, correspondence and telephone.

Review in a holistic manner the academic and personal qualification of candidates and prepare the application for presentation to the Admission Committee or Richmond Scholars Committee. Serve as an Admission Committee member which determines decisions of admit, waitlist, deny, and scholarship consideration; decisions are made independently or in cooperation with other colleagues in Admission Committee. Utilize a relational database to monitor admission data and decisions and to track and communicate applicant information to prospective students and families.

Serve as External Affairs Officer representing the University to a wide and diverse audience at college fairs, high schools, information sessions, and regional receptions. Create informational and persuasive presentations of up to 45 minutes in length that address the educational needs of various groups (2-3 families to audiences of 500). Initiate and develop new presentation concepts and ideas as appropriate for evolving audiences.

Varied Project Responsibilities

Assist and gain experience with a variety of projects that are coordinated by the Diversity Outreach and Off-Campus Recruitment teams, including domestic and international recruitment strategy, international admission review, outreach, event planning, and the Alumni Recruitment Committee (ARC).

This position requires extensive travel and may require working weekends or evenings for special programs and other various times throughout the year. Each year the Office of Admission visits more than 1,000 high schools in 40 states, Puerto Rico, and Washington, D.C., as well as 60 events abroad in 20+ countries.

QUALIFICATIONS:

Understanding of and appreciation for selective college admission process, as well as the strengths of an undergraduate liberal arts experience.

Highly self-motivated and independent critical thinker and worker.

Advanced problem-solving capabilities, creativity, and strong work ethic.

Ability to prioritize and manage multiple tasks concurrently coupled with excellent organizational skills and highest standards for accuracy.

Critical thinker and worker with advanced problem-solving capabilities, creativity, and strong work ethic.

Ability to handle highly confidential information.

Persuasive oral communication skills, including excellent public speaking skills and strong written and interpersonal communication skills.

Familiarity with Microsoft Office products.

Must have a valid Driver's License and be able to produce a driving record with a minimum of 3 years of driving history in good standing.

Must be able to lift boxes of up to 30 pounds.

Must be willing and able to travel up to six weeks each semester.

Required: Must have a valid Driver's License and be able to produce a driving record with a minimum of 3 years of driving history in good standing

The University of Richmond is committed to developing a diverse workforce and student body, and to modeling an inclusive campus community which values the expression of difference in ways that promote excellence in teaching, learning, personal development, and institutional success. Our academic community strongly encourages applications that are in keeping with this commitment

Education & experience:

A bachelor's degree required.

Experience as an admission officer, student assistant, tour guide, or student ambassador in a university admission office is preferred.

Work hours:

Full-time, exempt position

Monday – Friday, 8:30 a.m. - 5:00 p.m.; 7.75 hrs./day; 38.75 hrs./week

Evening and weekend hours are required

ABOUT UR:

At the University of Richmond, we're creative, inclusive, and determined. We're Spiders, and our mission is to create positive change in the UR community and beyond. Located minutes from downtown Richmond, Virginia, the University of Richmond (www.richmond.edu) blends the intimacy of a small college with exceptional academic, research, and cultural opportunities usually found only at large institutions. There's only one place like Richmond.

UR is committed to developing a diverse faculty, staff, and student body, and to modeling an inclusive campus community which values the expression of differences in ways that promote excellence in teaching, learning, personal development and institutional success. In keeping with this commitment, our academic community welcomes candidates from diverse backgrounds and candidates who support diversity.
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