

Gordon-Conwell Theological Seminary  
Charlotte, NC  
Job Description

Title: **Admissions Counselor and Retention Specialist**

**Function:**

The Admissions Counselor and Retention Specialist is responsible for telephone and email recruitment of interested students to convert them to applicants and fully enrolled students. Additionally, the Admissions Counselor and Retention Specialist is responsible for student registration, program operations, and student/faculty support and student coaching.

This position reports to the Charlotte, NC based Director of Hybrid Programs and works collaboratively with the Enrollment Management Team.

**Capabilities Required:**

Communication and Relationships: Excellent oral and written communications skills. Ability to proactively and assertively communicate complex information through interactions with faculty, staff, students, and vendors. Ability to develop productive work relationships with administration, faculty, staff, and vendors.

Effective use of technology: Highly proficient in the use of Microsoft Outlook calendars and email, Microsoft Word mail merge (email, letter, mailing labels), Microsoft Excel, discussion forums, blogs, wikis and internet search engines.

Policies and Procedures: Ability to document and follow standards, policies and procedures.

Experience: One to five years work experience in an educational, sales or customer service environment. Experience working with students in a higher education environment strongly preferred.

Education: A Bachelor's degree is preferred; or 2 year degree with significant work experience that demonstrates acquisition of expertise.

Higher Education: Experience working in a higher education environment preferred.

Project and Self Management: Proven ability to manage multiple tasks and deliverables within budgetary and scheduling requirements against strict deadlines. Must accept personal responsibility for task fulfillment and job performance; must be self-motivated professional, and work independently and as part of a team. Well-organized, dedicated, accurate, and thorough, with meticulous attention to detail and follow-through.

**Use of Capabilities (Illustrated by typical activities):**

Marketing: Frequently cultivates the prospective student database to regenerate interest among older inquiries.

Communication with Prospective Students: Initiates outbound telephone calls and email to individuals who express an interest in the program. Ensures that prospective students have recruitment collateral materials about the program. Answers inbound calls and questions from prospective students. Provides accurate information about the program, admissions requirements and application process to prospective students.

Processing applications: Obtains commitments of “intent to make application” from prospective students. Assists prospective students in completing the program applications.

Registration and Retention: Communicates and advises students on significant events as posted in the academic calendar including registration deadlines. Coordinates student registration for new, returning and inactive students according to established Seminary policies and notifies students accordingly. Prompts students to register and re-enroll each consecutive academic term and advises them on course offerings, prerequisites and any other required preparation for the upcoming term to include resourcing for mentored ministry or other events required as part of their program curriculum. Identifies at-risk students and refers them to Faculty and/or the Charlotte Director of Hybrid programs for intervention and academic students. Advises inactive or withdrawing students on the required steps to ensure a smooth and correct departure from the Seminary and program as well as to arrange for a similar session on their return.

Program Support: Coordinates with other staff to address all operational issues, policies and procedures associated with the program. Regularly conducts and reports on student evaluations and reports findings to the Charlotte Director of Hybrid Programs.

Student Preparation and Support: Conducts new student orientation and Learning Preparedness Assessment conference calls with all students. Monitors progress of all enrolled students during the academic term via new student conference calls and emails during the first week of classes, again at midterm and at the end of term. Responds to students on all non-academic issues related to the administration of the program.

The Admissions Counselor and Retention Specialist performs other related duties as assigned or requested.