POSITION DESCRIPTION – Admissions Counselor

Supervisor: Director of Admissions
Employment Status: Full-time, Exempt

PRIMARY OBJECTIVE

Delaware College of Art and Design seeks to fill the position of Admissions Counselor who will function as a part of the Admissions team to recruit qualified students to this unique AFA program in accordance with its mission. The Admissions Counselor will represent the institution at college fairs, high school classroom presentations, portfolio days and other events that relate to succeeding in reaching recruitment objectives. The College and the Office of Admissions foster supportive, team-oriented working environments.

RESPONSIBILITIES AND DUTIES

General Duties:
1. Support and assist the Director of Admissions in all elements and activities of recruitment and enrollment.
2. Work with other Admissions counselors to continue a dynamic office philosophy of transparency and shared workloads.
3. Intermittent evening and weekend activities throughout the year.
4. Extensive travel during fall and some spring travel.
5. Other administrative duties as assigned.

Recruiting Duties:
1. Aid in developing a strong pool of prospects and applicants through active recruitment. Develop and maintain a network of local, national, and regional contacts.
2. Present College information in an effective manner through high school visits, campus tours, information sessions, appointments, and outgoing communication.
3. Recruit, develop, and maintain positive relationships with art teachers and guidance personnel at high schools, college fairs, portfolio days, and similar functions. Experience presenting in front of an audience, preferably to high school students and art educators.
4. Execute a planned strategy for recruitment activities within an assigned territory, including but not limited to researching and analyzing historical data and pulling reports to guide decisions.
5. Recommend tactics to enhance DCAD recruitment efforts.
6. Maintain a caseload of student files for follow up from prospective to enrolled students.

Admissions Processing Duties:
1. Assist the Director of Admissions in ensuring timely prospect and applicant management through to enrollment.
2. Conduct student interviews, portfolio reviews, and preliminary admissions decisions, as well as mailing the final acceptance/decision letters.
3. Follow-up on presentations through telemarketing and written correspondence.
4. Assist the Director of Admissions in all phases of international student admissions and USCIS compliance.
5. Respond to Admissions walk-in and telephone inquiries.

Specialized Skills
1. Strong interpersonal skills with ability to comfortably interact with high school students, parents, and teachers.
2. BFA/MFA in Studio Art or Bachelor’s degree with a concentration in studio art preferred.
3. Experience with Hobsons Radius or other CRM preferred.
4. A valid driver’s license and access to a vehicle.