# DUTIES AND RESPONSIBILITIES

List and completely explain the current duties and responsibilities of the position. Consider work performance over a 12-month period. Employees must use their own words to describe duties and responsibilities.

## Duties and Responsibilities

Reporting to the Recruitment Coordinator, the Enrollment Counselor is primarily responsible for recruiting qualified students for graduate and non-traditional degree programs. The Enrollment Counselor is responsible for maximizing student enrollment and retention through the effective implementation of new student recruitment, registration, and other relevant student service processes. Specifically, this role will be responsible for responding to incoming graduate student inquiries. Furthermore, the position requires a team-oriented communication effort among recruiters, customer service center personnel, and the Recruitment Coordinator to target and reach student enrollment goals for West Virginia University’s graduate enrollment. The Enrollment Counselor will assist the director of the Graduate Education Alliance to further define the communication plan for graduate admissions. This position will be located in Morgantown, WV.

Specific responsibilities include (but are not limited to) the following:

- Develop and implement recruitment strategies to attract and matriculate new graduate students to West Virginia University.
- Manage the inquiry case load for Extended Learning and the applicable Graduate Education Alliance inquiries. This will include responding to inquiries from prospective students while guiding them through the admissions process. This includes maintaining open communication via phone, email, and traditional mail as needed.
- Understand the needs of adult learners to resolve questions and concerns to support enrollment goals.
- Prepare and distribute reports on inquiry conversion rates and help to develop strategic plans for recruitment. This will include significant research and analysis necessary to provide fact-based recommendations related to recruitment and program delivery needs.
- As warranted, travel to represent Extended Learning and/or the Graduate Education Alliance at relevant recruiting activities. These may include receptions, Chamber of Commerce meetings, open houses planned by the incumbent, or other events planned by WVU groups sometimes held outside the normal work week.
- Serve as resource to the Extended Learning Customer Service Center.
- May assist with registrations.
- Maintain travel log and prepare expense report on monthly basis.
- Attend team meetings; University events, etc. on an as needed basis.
- Assist with other duties as assigned by the Recruitment Coordinator or the Director of the Graduate Education Alliance.

## QUALIFICATIONS

### Education/Knowledge

1. List the level and type of **minimum** education required to qualify for this position **not** for the incumbent.
   - BA/BS required; MA or MS required in Higher Education, Counseling, Marketing, or related field.

2. What licenses or certification(s) (e.g. electrician’s license) if any, are **required** for the position? Specifically state the reason for this licensor requirement (supervisor’s preference, state or federal law, etc.).
   - Valid driver’s license.

3. What specific skills are **required** in order to carry out the duties of the position?
   - Ability to communicate clearly and make a positive impression with prospective students.
   - Ability to pay close attention to detail in oral and written communication.
   - Ability to effectively write and edit documents on an as needed basis.
   - Excellent interpersonal skills with demonstrated follow-up through admission process.
   - Excellent customer service to provide follow-up with new and prospective students is essential.
   - Commitment to continuous improvement and ability to adapt readily to resulting process changes.
   - Ability to demonstrate a commitment to student-centered services with the ability to relate effectively to students.
- Demonstrated creative thinking at field-based problem solving.
- Ability to meet deadlines and to meet quotas.
- Ability to exhibit professional behavior and positive attitude to best represent WVU to constituents.
- Show ability to apply WVU policies and procedures.
- Ability to effectively locate and synthesize information from a variety of sources and summarize research in the form of presentations, reports, process recommendations, etc.
- Proficiency at building unique relationships in community-based territory.
- Ability to work within a team environment.
- Ability to meet performance standards by focusing upon the customer.
- Must be able to work independently.
- Sound proficiency in Microsoft Office and data base usage.
- Demonstrated organizational skills in planning, data collection and retrieval, keeping appointments, and record keeping (calendars, travel logs, etc.).

**Experience**

In addition to the knowledge/education, please describe the type and **least** amount of **prior directly related** work experience typically required, if any, for a person coming into this position. Experience listed here is considered as concurrent not cumulative.

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<tr>
<th>Type of Experience Needed</th>
<th>Amount of Experienced Needed (Months/Years)</th>
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<tbody>
<tr>
<td>- Experience in counseling assisting prospective students with regards to admissions policies and procedures</td>
<td>- Two years</td>
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<td>- Knowledge of organizational processes and computerized systems and reports</td>
<td>- Two years</td>
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<tr>
<td>- Higher education, or counseling/advising experience preferred</td>
<td>- Two years</td>
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<tr>
<td>- Experience in educational recruitment or related field</td>
<td>- One year</td>
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**ORGANIZATIONAL REPORTING RELATIONSHIPS**

- PLEASE ATTACHE A FLOW CHART FOR YOUR ENTIRE DIVISION AND/OR DEPARTMENT TO THIS FORM. *FAILURE TO PROVIDE THIS FLOW CHART WILL RESULT IN A DELAY IN THE PROCESS!*
**DISCLAIMER**

This description does not state or imply that the duties listed are the only duties to be performed by the position incumbent. Justification for information provided in the PIQ may be requested. Employees are required to follow job-related instructions and perform other job-related activities assigned by their supervisor.

All requirements are subject to possible modification in order to provide a reasonable accommodation to individuals with disabilities. Some requirements may exclude individuals who pose a direct threat or significant risk to the health and safety of themselves, students, other employees, or the general public.

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**EMPLOYEE GENERAL COMMENTS**

You may add other information which would be important in understanding your job and which has not been covered in other sections of this form.

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<th>Employee’s Signature</th>
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**SUPERVISOR COMMENT SECTION**

This portion of the questionnaire is to be completed by the employee’s immediate supervisor. As a supervisor, it is important that you review this questionnaire for accuracy and completeness and note any comments you may have next to the employee’s responses and please initial. The space provided is for general remarks you may have. Remember, this questionnaire is intended solely for the purpose of accurately describing the position and not the person or her/his performance.

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<th>Immediate Supervisor’s Signature</th>
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**MANAGEMENT COMMENT SECTION**

This portion of the questionnaire is reserved for comments by the second-level supervisor and other management staff members, where applicable, who indirectly supervise this position through other supervisors. As the next level of management over this position, it is important that you review this questionnaire and note any comments you may have next to the employee’s responses and please initial. The space provided below is for any general remarks you may have. Remember, this questionnaire is intended solely for data purposes of accurately describing the position and not the person or her/his performance.

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<th>Second Level Supervisor’s Signature</th>
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**Revised January 2003**