

# UNIVERSITY OF SOUTHERN CALIFORNIA

## Admissions Counselor II

Job Code: 137311

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OT Eligible: No

Comp Approval: 3/25/2019

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### JOB SUMMARY:

Counsels prospective students and their families on university admission policies, procedures and educational opportunities. Reviews and evaluates applications, and makes admission decisions. Plans and coordinates outreach programs and other recruitment efforts and projects, both online and in-person. Manages the efforts and workloads of volunteers, students, student groups and/or admissions staff to implement plans. Develops, evaluates, recommends, and implements procedures for data acquisition, management, and quality control. Prepares and develops content for university informational materials, websites and social media.

### JOB ACCOUNTABILITIES:

#### \*E/M/NA % TIME

_____	_____	Counsels prospective students and their families on university admission policies, procedures and educational opportunities at various stages of the college search and enrollment process. Follows up on applicant inquiries, evaluating and offering solutions to any problems and requests regarding admission. Communicates with students in person and via telephone, email, customer-relationship management (CRM) systems and social media about the status of admission applications. Ensures confidentiality and compliance with the Family Educational Rights and Privacy Act (FERPA).
_____	_____	Maintains currency on university policies affecting admission and transfer credit evaluation, and applies guidelines in review and assessment of applications, as appropriate. Makes admission decisions for undergraduate and/or graduate programs in accordance with admission guidelines. Identifies and selects scholarship recipients based on eligibility requirements.
_____	_____	Plans and coordinates outreach programs and other recruitment efforts and projects, both online and in-person, including peer counseling at high schools and community colleges. Establishes and maintains a network of high school and community college counselors. Represents the university at high school, community college and transfer fairs, military and veteran information sessions, and other special recruitment events.
_____	_____	Develops recruitment strategies and plans for assigned territories. Manages the efforts and workloads of volunteers, students, student groups and/or admissions staff to implement plans. Assists in training and providing guidance to other admission counselors. Assesses effectiveness of efforts and modifies as needed.
_____	_____	Assists with special projects on behalf of an administrator. Provides support in the planning, design, development and implementation of short- and long-term projects for an organization, school or administrative/academic unit. Coordinates and schedules activities to meet project objectives, and prepares status reports on project plans, progress and results of activities.
_____	_____	Researches, gathers, organizes and summarizes data for special projects. Develops, evaluates, recommends, and implements procedures for data acquisition, management, and quality control. Analyzes data for trends and/or conclusions, and presents results and recommendations to administrator.

- \_\_\_\_\_      \_\_\_\_\_      Administers assigned budget and provides input for budget development. Participates in interdepartmental and university-wide meetings regarding admissions, as needed.
  - \_\_\_\_\_      \_\_\_\_\_      Serves as information resource for the university community. Identifies opportunities to increase visibility of programs and organizations. Prepares and develops content for university informational materials, websites and social media, often enlisting input or contributions from faculty and others.
- Performs other related duties as assigned or requested. The university reserves the right to add or change duties at any time.

**\*Select E (ESSENTIAL), M (MARGINAL) or NA (NON-APPLICABLE) to denote importance of each job function to position.**

**EMERGENCY RESPONSE/RECOVERY:**

- Essential:     No
- Yes    In the event of an emergency, the employee holding this position is required to “report to duty” in accordance with the university’s Emergency Operations Plan and/or the employee’s department’s emergency response and/or recovery plans. Familiarity with those plans and regular training to implement those plans is required. During or immediately following an emergency, the employee will be notified to assist in the emergency response efforts, and mobilize other staff members if needed.

**JOB QUALIFICATIONS:**

**Minimum Education:**

- Bachelor's degree
- Combined experience/education as substitute for minimum education

**Minimum Experience:**

- 2 years
- Combined education/experience as substitute for minimum experience

**Minimum Field of Expertise:**

Experience in admissions and recruitment at an academic or higher education institution, with knowledge of transfer credit policies and financial aid programs. Deft ability to gather, analyze, evaluate and assess large amounts of physical and digital data. Skilled in interviewing, counseling, conflict resolution, problem-solving and decision-making. Proven ability to interpret, analyze, and apply pertinent policies, procedures, regulations, and requirements. Skilled at organization, with astute attention to detail. Strong interpersonal and diplomatic skills for communicating tactfully with all levels of staff, media, and diverse individuals and groups. Ability to lead and guide diverse, high-performing teams, fostering an environment of trust, collaboration, transparency, and accountability. Exemplary written and oral communication and presentation skills, with experience developing communication plans, instructional materials and related content.

**Preferred Education:**

- Bachelor's degree

**Preferred Experience:**

- 2 years

**Preferred Field of Expertise:**

Fluency in Spanish and/or other languages. Experience with customer-relationship management (CRM) systems. Demonstrated experience with office management communication software/tools (e.g. Google suite, Slack, Skype). Experience in social media management.

**Supervises: Level:**

Leads employees performing similar work on a project basis.

**Comments:**

May require travel and working evenings and/or weekends, based on business necessity.

**SIGNATURES:**

**Employee:** \_\_\_\_\_ **Date:** \_\_\_\_\_

**Supervisor:** \_\_\_\_\_ **Date:** \_\_\_\_\_

**The above statements are intended to describe the general nature and level of work being performed. They are not intended to be construed as an exhaustive list of all responsibilities, duties and skills required of personnel so classified.**

**The University of Southern California is an Equal Opportunity Employer**