Maine Maritime Academy

Admissions Counselor

POSITION OVERVIEW
This position reports to the Director of Admissions assisting with all aspects of the admissions and recruitment process. In addition, s/he is responsible for the internal department management of admissions print publications, advertising, and marketing efforts in coordination with the director of marketing. This energetic individual will lead the Office of Admission's efforts in expanding its social media presence. This position has primary responsibility for enhancing MMA's digital recruitment efforts. This is a bargaining unit, non-exempt, hourly position

DUTIES
• Develop a prospect management plan
• Interview and counsel prospective students and families
• Responsible for the development, transmission, and response to targeted and general email campaigns and the collection and maintenance of e-mail database
• May supervise student employees serving as admissions tour guides or providing content for social media
• Conducts MMA tours for potential students and parents.
• Travel to high schools and college fairs to meet with students, parents, school counselors and alumni
• Interview candidates for admission and conducting group information sessions, both on and off campus
• Review admission files and recommend admission decision;
• Plan and conduct appropriate follow-up activities off-campus for prospects, parents, school counselors and alumni to meet enrollment goals
• Represent the Academy at on and off-campus events and programs
• Plan and execute a travel plan in designated geographic areas
• Speak publicly to individuals, groups on and off campus
• Develop and maintain close working relationships with key secondary school constituents.
• Develop and monitor statistical reports to enhance recruitment strategies, yield management, forecasting, and operational efficiency
• Expand digital outreach to social networks sources such as Facebook, Twitter, You Tube
• Evaluate and recommend marketing strategies to fully utilize emerging technologies
• Supervision of a student-led blogging campaign
• Monitor and manage online communities of prospective students through a variety of social networking platforms.
• Implement online recruitment efforts that grow student interest, build active social communities, and ensure that MMA utilizes the full potential of emerging technologies that can assist our recruitment efforts.
• Other duties as assigned.
This job description reflects the general duties of the job but is not a detailed description of all duties which may be inherent to the position. The Academy may assign reasonably related additional duties to individual employees consistent with policy and collective bargaining agreements.

SKILLS
- Excellent organization skills
- Ability to prioritize and to handle multiple projects simultaneously
- Good written, verbal and interpersonal skills required; ability to interact with all levels of staff including management
- Strong customer service skills
- Professional presentation, appearance and work ethic
- Ability to work irregular / extended hours/weeks, including night and weekend duties as required
- Knowledge of Windows Microsoft Office Suite
- Ability to work in a student-oriented training environment

REQUIREMENTS
- A Bachelor’s degree
- Strong interpersonal and communications skills (both written and oral),
- Presentation experience,
- Sales/marketing skills,
- Energetic, flexible and willing to work evenings and weekends.
- Valid driver’s license is required.
- Ability to effectively communicate in person and in writing and be able to speak publicly.
- Should possess high energy, attention to detail, and the ability to organize effectively.
- Datatel/Colleague experience preferred.

PHYSICAL REQUIREMENTS
- In carrying Admissions material may exert up to 50 pounds of force occasionally, and/or up to 30 pounds of force frequently, and/or up to 10 pounds of force to move objects.
- Ability to walk the length of the campus several times during a day and to provide tours of the Training Ship State of Maine, which includes walking on inclines, through narrow passageways and climbing stairs.
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<tr>
<th>FACTOR</th>
<th>DEGREE</th>
<th>POINTS</th>
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<tbody>
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<td>1 Knowledge and Skill</td>
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<td>2 Effort</td>
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<td>II. Physical Effort</td>
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<td>II. Supervisory Responsibility</td>
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<td>56</td>
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