

# MAINE MARITIME ACADEMY

A College of Engineering, Management, Science, and Transportation

## Admissions Counselor

### POSITION OVERVIEW

This position reports to the Director of Admissions assisting with all aspects of the admissions and recruitment process. The counselor plans and executes recruitment activities and represents the College, working directly with prospective students and their families, secondary school guidance and other staff, and schools or organizations which are involved in the college placement process. This is a full-time, benefits eligible salaried staff union position.

### DUTIES

- Develop a prospect management plan and execute a travel plan in designated geographic areas
- Counsel prospective students and families
- 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
- Conducts group information sessions, both on and off campus
- Evaluate admissions files and determine admissions decisions;
- 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
- Meet enrollment goals for assigned target recruitment area
- 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
- 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

**PREFERRED 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
- SLATE or other CRM experience preferred.

**PHYSICAL REQUIREMENTS**

- May be required to work irregular hours and travel extensively to meet business needs
- 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.

Job Title: Admissions Counselor

Wage Grade: 17

Total  
points: 416

	<u>Factor</u>	<u>Degree</u>	<u>Points</u>
1	Knowledge and Skill	5	180
2	Effort		
	I. Mental and Visual Effort	5	40
	II. Physical Effort	3	30
3	Responsibility for Cost Control	2	16
4	Responsibility for Others		
	I. Injury to Others	1	8
	II. Supervisory Responsibility	2	16
	III. Sensitive Information and Records	5	40
5	Working Conditions	3	30
6	Responsibility for External and Internal Relations	7	56

Date of last  
reclassification 09/2017