



U N I V E R S I T Y
OF
T O C C O A F A L L S

Position Title: Admissions Counselor

Reports to: Director of Admissions

Appointment: Salary, 12 months, exempt

POSITION SUMMARY:

The Admissions Counselor is responsible for actively contributing to the University's recruitment efforts through strong contacting strategies and by representing the University of Toccoa Falls at on-campus and off-campus recruitment events. Admissions Counselors build meaningful relationships with prospective students and families, guiding them through the college search, application, and enrollment process. The role requires comprehensive knowledge of the University's academic programs, financial aid, student experience, and enrollment processes, along with the ability to strategically manage a recruitment territory and student pipeline. Counselors use this knowledge and strategy to provide personalized guidance, address barriers to enrollment, and effectively recruit students to UTF.

TASKS:

- Recruit an assigned portion of the incoming class by strategically managing prospective students through the inquiry, application, admission, and enrollment process.
- Review admissions documents and maintain accurate knowledge of each student's progress and next steps.
- Clearly communicate the features, benefits, academic programs, student experience, and distinctives of the University of Toccoa Falls.
- Develop relationships with prospective students and families through consistent, personalized communication and follow-up.
- Maintain comprehensive knowledge of admissions requirements, financial aid, scholarships, academic programs, and other University resources relevant to prospective students.
- Guide incoming students through financial aid processes and coordinate with Financial Aid to address questions and barriers to enrollment.
- Meet with prospective students and families during campus visits and provide individualized admissions guidance.
- Strategically manage an assigned recruitment territory, including travel to college fairs, high schools, camps, and other recruitment opportunities.
- Assist with and participate in all on-campus recruitment events and activities.
- Supervise assigned student workers and provide training and direction as needed.
- Monitor recruitment activity and student pipelines to meet performance and enrollment goals established by Enrollment leadership.
- Perform other duties and responsibilities as assigned by Enrollment leadership.

Office of Human Resources



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SKILLS AND ATTRIBUTES:

Spiritually mature Christian in agreement with the college statement of faith and committed to the vision, mission and values of the University of Toccoa Falls. This candidate must have a strong work ethic, customer service, and communication skills, as well as display integrity and a positive attitude.

EXPERIENCE & EDUCATION:

Bachelors degree required. Experience in marketing, communications, or college admissions preferred.

PHYSICAL REQUIREMENTS:

The ideal candidate must be able to complete all physical requirements of the job with or without a reasonable accommodation.

APPLICATION PROCESS:

The UTF application as well as the list of other required application materials can be found at <http://www.utf.edu/employment/>. Review of applications will begin immediately, and the position will remain open until filled. All application materials must be submitted for a candidate to be considered.

Office of Human Resources

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