

Enrollment Counselor/Recruiter for Adult, Graduate, and Online

Belhaven University is an innovative and academically progressive institution built on the timeless principles of scholarship, service, and biblical truth. Since its founding, Belhaven University has sought to fulfill the mission expressed in its motto: "to serve, not to be served." "Our Standard is Christ" is the identifier of Belhaven University because as an institution we are committed to honoring the Lord in all we do. Located in Jackson, Mississippi, we are one of America's most innovative and fastest growing private schools, serving nearly 3,500 undergraduate and graduate students. This includes the 940 traditional students in Jackson. Belhaven University was an early innovator in accelerated adult education, and have equally led the way among Christian schools in establishing robust online degree programs.

Description of Position

The Enrollment Counselor focuses on recruiting and guiding prospective students to the School of Education through the admission process for Belhaven online programs.

Responsibilities

- Proactively engages and develops relationships with identified student inquiries, all student applicants, and accepted applicants. Mediums of communication will include, but not limited to the telephone, travel, email, text, and face-to-face meetings.
- Develop relationships during travel with applicants, current and prospective students, alumni, k-12 administration, and other referral agents to generate inquiries and applications.
- Engage prospective students in conversation about their college choice and counsel them on online program fit, admission requirements, financial aid options, and transfer credit guidelines.
- Convert inquiries into qualified applicants and guide them through the admissions process. As well as, convert applicants to accepted students and ultimately students that will enroll.
- Stay informed of the "competition." Know what other colleges' activities are in order to make suggestions or recommendations on how strategies at Belhaven can be improved or shared appropriately because they are already better than the competition.
- Implement strategies intended to influence decision-making throughout all stages of the enrollment funnel.
- Be knowledgeable and confident in sharing admission procedures and requirements to prospective students.
- Maintain accurate records of student interactions, application status, and enrollment progress in CRM systems (e.g., Salesforce, Slate).
- Prepare and maintain appropriate records and reports for the purpose of monitoring recruitment strategies (expense reports, contact reports, visit reports, etc)
- Work closely with the office of student financial planning to provide accurate information concerning all aspects of the financial aid process.
- Participate in professional development activities involving the Division of Adult, Graduate, and Online Enrollment

- Other duties as assigned by the supervisor.

This announcement covers most of the significant duties performed by the position, but does not include other work, which may be similar, related to, or a logical assignment for the position

Qualifications

- The successful candidate must articulate a Christian worldview in one's area of service and must fully support the University Vision, Mission and Statement of Faith. <https://www.belhaven.edu/about/mission/>
- Bachelor's degree, master's degree preferred
- Experience working with adult populations
- Excellent communication (verbal and written) and interpersonal skills
- Willingness to engage the public and academic communities
- Strong organizational and time-management skills.
- Familiarity with CRM platforms (e.g., Salesforce, Slate) and virtual communication tools (e.g., Zoom, Microsoft Teams).
- Goal-oriented and self-motivated with a passion for helping students achieve their educational and career goals.
- Experience in college admission, marketing, or recruiting is preferred

Application Process

To be considered for this position, a complete application packet must be received. Complete application packet will include the following:

- Letter of Intent; including explanation of how your prior experience fulfills above responsibilities and qualifications
- Resume
- Please prepare a brief account (no more than 750 words) of your spiritual pilgrimage including the time and circumstances surrounding your becoming a believer in Christ and your current relationship with Christ. Please click on this link <https://www.belhaven.edu/pdfs/employment/letter-of-employment-commitment.pdf> to review Belhaven University's Commitment Statement including our employee expectations. Should you receive a job offer you will be asked to sign accepting this commitment.

Employment at Belhaven University is contingent upon the results of an independent background check.

Only applicants who submit all three required items will be considered.

Email complete application packet to:

Renea Brandon

Director of Graduate Education Enrollment

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