

JOB INFORMATION

Effective Date	2/10/2022
Job Code:	3882
Job Title:	Enrollment Management Counselor
Salary Grade/Structure:	030 - Admin-Professional
Career Level Name:	
FLSA Name:	Exempt
EEO Code:	30-Professional Non-Faculty
Job Function:	Enrollment Management
Job Family:	Enrollment Management
Job Summary	The Enrollment Management Counselor is responsible for increasing enrollment of qualified undergraduate students and meeting yearly enrollment goals for University of Houston Clear Lake (UHCL). This position requires extensive travel throughout the year, and evening and weekend work during the peak admission cycle. The Enrollment Management Counselor’s primary task is to generate inquiries, applications, interviews, campus visits, and enroll prospective students through high-impact engagement activities such as calling, texting, and recruiting prospective students within the assigned market area(s).

COMPETENCIES

Competencies

Please refer to the UHCL Human Resources webpage for UHCL core competencies for all eligible job levels.

QUALIFICATIONS

Education

Education Level	Education Details	Required/Preferred	
Bachelor's Degree		Required	or
Master's Degree		Preferred	

Work Experience

Experience	Experience Details	Required/Preferred	
Less than 3 yrs	No experience required.		
Less than 3 yrs	One year of experience in admissions.	Preferred	

Licenses and Certifications

Licenses/Certifications	Licenses/Certification Details	Time Frame	Required/Preferred	
	Valid Driver's License and insurance.	Upon Hire	Required	

Licenses and Certifications

Licenses/Certifications	Licenses/Certification Details	Time Frame	Required/ Preferred
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Knowledge, Skills and Abilities

KSAs	Proficiency
<ul style="list-style-type: none"> Thorough understanding of higher education policies regarding admission and enrollment with specific knowledge of undergraduate/graduate degree requirements. 	Skilled
<ul style="list-style-type: none"> Ability to communicate effectively in speech and writing and to interact with a broad range of clientele. 	Skilled
<ul style="list-style-type: none"> Must have a strong attention to detail - especially in program development and documentation. 	Skilled
<ul style="list-style-type: none"> Must be flexible with the ability to analyze and respond to varying situations. 	Skilled
<ul style="list-style-type: none"> Ability to work within and successfully meet deadlines. 	Skilled
<ul style="list-style-type: none"> Ability to prioritize multiple tasks and work under pressure. 	Skilled

JOB RESPONSIBILITIES

- Campus Security Authority
- Remote Work Capable

Essential Functions

Essential Function	% TIME
<ul style="list-style-type: none"> Responsible for enrollment management of assigned territories using statistical data, tracking prospects and inquiries through funnels, and development of communication plans (calls, letters, text messaging and emails). Provides follow up with prospects from initial contact to actual enrollment. Responsible for implementing strategies from the recruitment plan for Houston and surrounding areas. Including proposing initiatives, coordinating activities, developing budgets and evaluating outcomes. 	40%
<ul style="list-style-type: none"> Participates in off-campus recruitment events locally and state-wide for the purposes of recruiting prospective transfer students. Coordinates partnership efforts with community college administrators, counselors/advisors and non-profit educational organizations to promote programs and enrollment. Makes presentations to prospective transfer students, parents, counselors and any other individuals and/or organizations for the purposes of recruitment. 	35%
<ul style="list-style-type: none"> Provides pre-admission counseling for prospective transfer students and families. Supports university activities, such as on campus recruitment events and orientation/registration activities. 	20%
<ul style="list-style-type: none"> Other related duties as assigned. 	5%

PRE-EMPLOYMENT

MVR:	Yes
Criminal History:	Yes
Physical Exam:	No
Hearing Exam:	No
Pulmonary Function Test:	No

PHYSICAL DEMANDS/WORKING CONDITIONS

Office and Administrative Support

Physical Demands

Physical Demand	N/A	Rarely	Occasionally	Frequently	Constantly	Weight
Standing			X			
Walking			X			
Sitting					X	
Lifting		X				
Carrying		X				
Pushing		X				
Pulling		X				
Climbing		X				
Balancing		X				
Stooping		X				
Kneeling		X				
Crouching		X				
Crawling		X				
Reaching		X				
Handling			X			
Grasping			X			
Feeling		X				
Talking					X	
Hearing					X	
Repetitive Motions				X		
Eye/Hand/Foot Coordination				X		

Working Environment

Working Condition	N/A	Rarely	Occasionally	Frequently	Constantly
Extreme cold		X			
Extreme heat		X			
Humidity		X			
Wet		X			
Noise			X		
Hazards		X			
Temperature Change		X			
Atmospheric Conditions		X			
Vibration		X			

Travel Requirements

Estimated Amount	Brief Description
0%	