JOB DESCRIPTION
The UNIVERSITY of OKLAHOMA

Admissions Counselor

Job Code: 8262

Salary Grade: S08

FLSA Status: Exempt

The following statements are designed to outline the general functions and typical responsibility levels associated with positions in this classification. They are not intended to serve as an exhaustive list of specific duties or requirements for individual positions assigned to this classification.

Duties and Responsibilities

Reporting to the Division of Enrollment Services; responsible for identifying, attracting, and enrolling prospective students through a variety of recruitment and outreach efforts. This role serves as a key representative of the institution, building relationships with students, families, high school counselors, and community partners. Guides students through the admissions process, reviews applications, conducts interviews, and collaborates with the admissions team to make informed admission decisions. The role involves planning and participating in recruitment events, maintaining accurate records, and supporting college readiness initiatives.

- Serves as the primary point of contact for prospective students from initial inquiry through enrollment, providing personalized guidance and support throughout the admissions process
- Advises prospective students on admissions requirements, assist with application completion, and schedule individual or group meetings as needed
- Represents the institution at college fairs, high school visits, community events, and on-campus programs to promote awareness and interest
- Plans, coordinates, and participates in on- and off-campus recruitment and yield events, including information sessions and presentations for prospective students, families, and stakeholders in both virtual and in-person settings
- Builds and maintains strong relationships with high school counselors, community partners, and other external stakeholders
- Reviews and evaluates applications for admission in a timely and accurate manner, ensuring adherence to institutional guidelines
- Maintains consistent communication with prospective students via phone, email, text, and CRM to ensure engagement and follow-up
- Collaborates with internal departments such as financial aid, academic advising, and student services to support a seamless transition for admitted students
- Contributes to the development of recruitment strategies, support marketing efforts including publication development, and participate in cross-functional project teams
- Stays current on admissions policies, academic offerings, and campus resources; effectively utilize the institution's Customer Relationship Management (CRM) system to track interactions and manage data
- Performs various duties as needed to successfully fulfill the function of the position

Minimum Qualifications

Education:

- Bachelor's Degree

Experience:

- 0 years experience

Certifications or Licenses:

- Valid driver's license

Verification of education and licensure (if applicable) will be required if selected for hire.

Knowledge, Skills, and Abilities

- Strong understanding of college admissions policies, procedures, and academic programs.
- Familiarity with standardized testing (PSAT, SAT, ACT) and other college readiness benchmarks.
- Knowledge of student recruitment strategies, including marketing and outreach best practices
- Excellent verbal and written communication skills for engaging with students, families, and stakeholders
- Strong interpersonal skills with the ability to build rapport and maintain relationships
- Ability to work independently and collaboratively within a team-oriented environment.
- Ability to travel frequently for recruitment events and high school visits
- Ability to maintain professionalism and confidentiality in all interactions

Working Conditions

- Ability to sit or stand for extended periods during presentations, fairs, or interviews
- Use of computer and telephone for extended periods.

- Must be able to bend, lift, stoop, and carry materials as needed.
- Ability to engage in repetitive motions (e.g., typing, data entry).
- Standard office environment with frequent interactions across departments and with university officials.
- May experience periods of high pressure due to deadlines and peak admissions cycles.
- Frequent travel required for recruitment events, high school visits, and college fairs.
- Must be willing to work extended hours, including evenings and weekends, especially during peak admissions periods.
- Regularly required to speak in front of large groups, including students, parents, and community members.
- Must be able to work effectively and professionally with a wide range of constituencies.

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