

**JOB INFORMATION**

Effective Date	8/19/2021
Job Code:	3888
Job Title:	Graduate Enrollment Counselor
Salary Grade/Structure:	040 - Admin-Professional
Career Level Name:	P1 - Entry Professional
FLSA Name:	Exempt
EEO Code:	30-Professional Non-Faculty
Job Function:	Enrollment Management
Job Family:	Enrollment Management
Job Summary	The Graduate Enrollment Management Counselor is responsible for recruiting and counseling prospects, inquiries and applicants for the graduate programs. This position manages the prospect and/or inquiry through the funnel by developing strategies and communication plans. The Graduate Enrollment Management Counselor serves as the liaison between the college and the student as well as the university and targeted companies. Participates in the development of the graduate recruitment plan with the colleges.

**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	
Master's Degree		Required	
Master's Degree	in counseling, communications/marketing, higher education administration, management, or student service related area.	Preferred	

## Work Experience

Experience	Experience Details	Required/ Preferred	
Some	Minimum of four (4) years' experience in admissions, recruiting, college counseling, advising, or student services related area.	Required	
Some	Experience collaborating with faculty, staff, and students to plan and implement programming. Experience with SIS (PeopleSoft preferred) and CRM system (Campus Management preferred) Experience working with professional students and adult learners.	Preferred	

## Licenses and Certifications

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

KSAs	Proficiency
• Skills in Power Point and Excel.	
• Utilize CRM and SIS to effectively manage college territory.	
• Ability to develop rapport and establish relationships with college and organizational representatives.	
• Ability to effectively communicate written and verbally to interact with a broad range of clientele.	
• Must have a strong attention to detail when relaying information and developing communication. A large portion of the job is communicating to potential students.	

## JOB RESPONSIBILITIES

Campus Security Authority ☒

Remote Work Capable ☐

## Essential Functions

Essential Function	% TIME
• Plans and implements graduate recruitment plan, including specific strategies and tactics, for a designated academic college. Leverages the CRM and SIS to manage assigned territory using data to track prospect/inquiry progress through the enrollment funnel for each academic term.	35%
• Works in conjunction with the Associate Director of Enrollment Communication to develop communication and marketing plans and strategies (including telephone calls, emails, digital ads, social media, web, print, etc.) based on in-depth knowledge of targeted audiences and program details to build enrollment funnel and increase yield at each stage of the funnel.	10%
• Reviews qualifying data and runs queries as needed to make strategic decisions on moving graduate students through the enrollment funnel. Provides monthly funnel reports to the Executive Director of Recruitment and Admissions and the Assistant Vice President of Enrollment Management for designated college. Develops and implements lead generation plan to build the graduate enrollment funnel.	5%
• Serves as the admissions lead on the graduate-level between faculty, staff, Associate Dean, and Dean in a designated academic college. Builds and maintains strong working relationships with academic advisors, program coordinators, chairs, directors, and academic leaders in academic college. Works collaboratively with academic college leadership to develop and implement recruitment plans for each academic program at the graduate-level. This includes regular updates and meetings with academic coll	25%
• Assist with the day-to-day activities of office operations, policies and procedures. Provides enrollment counseling and presentations to prospective students during individual appointments, on-campus and off-campus events. Travels to targeted feeder universities and graduate college fairs. Incorporates targeted corporate/workforce outreach into recruitment strategies. Serves as corporate liaison between targeted companies and UHCL. Meets with appropriate company staff to market UHCL programs to	15%
• Support all areas within enrollment management to meeting institutional enrollment goals. This includes the development and implementation of the Strategic Enrollment Master Plan (SEMP).	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
40%	