2021-2585: Graduate Admissions Counselor

Overview:
The graduate admissions counselor will be responsible with all aspects related to the recruitment and enrollment of graduate students to Salem State University. To achieve these goals, there will be a heavy emphasis on prospecting and recruitment activities, including graduate college fairs and on campus recruitment events. The incumbent will review applications for graduate admission, as well as advise and counsel prospective students, and other constituencies regarding the admission process and academic programs. The incumbent will be responsible for meeting individual and team enrollment goals.

Salem State works to foster a university-wide culture of inclusion, accountability, collaboration, and stewardship and was selected as a recipient of the 2017 INSIGHT into Diversity Higher Education Excellence in Diversity (HEED) Award for our commitment to diversity and inclusion across our campus.

Salem State strives to provide an experience where community members feel supported as they explore, learn, and celebrate their identities, similarities, and differences. Salem State’s employee resource groups provide a forum for staff to share common interests, concerns and support one another with the goal of advancing a respectful and caring community (Asian, Black, Family & Caregivers, Latinx, LGBTQ and Women’s ERG).

Responsibilities:
Implement a successful recruitment program for all graduate students; Converts incomplete applications to completed applications; Reviews graduate applications for enrollment based on admissions standards and university goals while collaborating with program coordinators; Support a cohesive and efficient application experience, using Salesforce/TargetX CRM; Develop reports for strategic decisions, data accuracy, qualification of prospective students, and daily recruitment, including e-mail campaigns and event build outs; Analyze information and recommend solutions regarding operational needs; Manage and develop specialty programming such as tours and presentations for graduate prospects, communication and social networking, publications, etc.; Represent Salem State at graduate fairs and other on and off campus events.

Required Qualifications:
1. Bachelor’s degree
2. Previous experience in higher education, preferably admissions
3. Experience with integrated student information and CRM systems for higher education
4. Experience managing multiple tasks in a fast-paced, high-pressure, deadline-driven environment
5. Must have access to reliable transportation; must possess and maintain a valid driver's license and have appropriate auto insurance coverage throughout tenure as an admissions counselor

Preferred Qualifications:
1. Master’s degree
2. 1-2 years of professional admissions experience in higher education
3. Proficient in Salesforce CRM, with a deep understanding of report writing, e-mail communication management and database management
4. Background in human services strongly preferred
5. Excellent public speaking, interpersonal and written communication skills
6. Knowledge of higher education principles, practices and procedures
**Working Conditions:**
Salem State University complies with the Americans with Disabilities Act (ADA) to provide reasonable accommodation to qualified applicants and employees with disabilities.

Office activities are performed in an environmentally controlled office setting subject to extended periods of sitting and standing, keyboarding and interaction with computer equipment; Occasional bending, reaching, lifting, pushing and pulling up to 10 pounds.

Willingness and ability to work evenings and weekends; travel required (annual travel is estimated at approximately 4 weeks per year).

**Special Instructions to Applicants:**
Please apply online at salemstate.edu/jobs and attach resume and cover letter.

Employment is contingent upon a completed background and CORI check satisfactory to the university. Internal candidates are not subject to background check.

This position is not eligible for H1B visa sponsorship.

**EEO Statement:**
Salem State University is an equal opportunity/affirmative action employer. Persons of color, women and persons with disabilities are strongly urged to apply.

**Please Note:** If there is no application deadline associated with a position, it may come down at any time. Once a posting is removed, additional applications will not be accepted.