



**Admissions Counselor  
Position Description**

**TITLE:** Admissions Counselor

**DIVISION/DEPARTMENT:** Admissions

**REPORTS TO:** Dean of Enrollment Management

**FLSA STATUS:** Full-time Regular, Exempt

**DOES POSITION SUPERVISE OTHERS:** Yes – Students / Volunteer Staff

**ABOUT SILVER LAKE COLLEGE OF THE HOLY FAMILY:** The College is a Catholic, liberal arts-based, co-educational institution sponsored by the Franciscan Sisters of Christian Charity who founded the College in 1935 and continue to be an integral part of its life and mission. The College is located on the shores of Silver Lake and minutes from the sandy beaches of Lake Michigan. The College is a highly respected and active member of the Lakeshore community. Located in Manitowoc, WI, Silver Lake College of the Holy Family currently enrolls approximately 500 students, including traditional undergraduate students, graduate students, and adult learners. Undergraduate academic programs are offered in 45+ areas of study which feature a quality liberal arts education integrated with professional preparation. Graduate degrees are conferred in Education, Leadership and Organizational Development, and Music – Kodály Emphasis. The organizational culture intentionally focuses on the values that are consistent with the College’s Franciscan influence including genuine care, respect and compassion for others, the community, and all creation. The campus climate is serene, also consistent with the peacemaking organizational value, but don’t confuse that with the level of engagement present among all members of the community. Silver Lake College of the Holy Family is a small community, but large in vision and future. Programs like SLC Works, undergraduate student learning communities, and the many other student-centric initiatives focus on impacting the success of our students. Recently hired employees consistently mention the energy and excitement that is present at the College, and the genuineness of character among, staff, students and faculty. Silver Lake College of the Holy Family believes that diversity is integral to the educational and developmental experience of all learners. As a college community, we strive to be inclusive, recognizing and valuing opportunities to integrate dimensions of diversity in broadening our interpretation and understanding of humanity. We respect and uphold the many facets of human identity in helping support and strengthen our college mission, vision and values.

**PRIMARY PURPOSE:** The Admissions Counselor is an integral component of the Silver Lake College of the Holy Family’s Admissions team and requires an enthusiastic, high-energy individual who is determined to

meet the College's enrollment goals. The individual must be committed to personal attention and follow-up with candidates and must be adept at matching candidate's needs with Silver Lake College of the Holy Family offerings while contributing to a well-rounded student population and the Franciscan Sisters of Christian Charity tradition of educating the whole person. The individual will be responsible for developing a plan of action to achieve school (target population) goals and represents Silver Lake College of the Holy Family at off-site events such as college fairs and on-campus functions.

**DISTINGUISHING CHARACTERISTICS:** The Admissions Counselor has major responsibility for setting and implementing a comprehensive vision for their determined target population. This individual assumes primary responsibility for assessing results and making recommendations of recruitment plans to the Dean of Enrollment Management. The Admissions Counselor must be able to creatively use available resources to plan and coordinate travel for their determined territory / target population.

**WORK SCHEDULE:** Employed for a 12 month basis with a standard work week or as identified in the most recent revisions of the Human Resources Employee Handbook or as determined by immediate supervisor. A considerable amount night and weekend hours will be required. Travel requirements may at times result in the employee being away from home.

**ESSENTIAL DUTIES AND RESPONSIBILITIES:** Note that all functions described below must be performed, and it is normally the responsibility of the individual in this position to perform them and/or see that they are performed. Functions are categorized as essential and marginal so that consideration can be given to accommodating a person with a disability by reassigning one or more marginal functions if it is practical for such function(s) to be performed by other employee(s).

**ESSENTIAL FUNCTIONS:**

1. Recruit students to the College and achieve recruitment goals.
2. Assist prospective students with all aspects of the college search and application process.
3. Communicate daily with prospective students and their families and follow up as needed to ensure admissions candidates complete the application process and submit all documentation necessary to be completed for admission.
4. Work with prospective students to ensure that all applicants for admission complete the financial aid process which may include assisting students and their families to complete the Free Application for Federal Student Aid, following up with all aid recipients to ensure each understands all components of their financial aid award and ensuring all financial aid applicants submit all documentation as required (including the financial aid verification process).
5. Conduct Admissions presentations, maintain a variety of printed and electronic correspondence, and coordinate on- and off-campus programming.
6. Build relationships with counselors, teachers, and high school personnel.
7. Conduct campus interviews and attend high school visits and college fairs.
8. Process admission paperwork for prospective students.
9. Collaborate with Alumni Office to better coordinate use of alumni in recruitment events, phoning and writing notes to prospective students.
10. Maintain data about activities and events for both operational and evaluative purposes.
11. Develop expert knowledge of the College, its programs, services and character.
12. Develop and maintain relationships for an assigned geographic territory, within the campus community, and within the admissions profession itself.

13. Represent the College in a positive manner while meeting and interacting with prospective students, families, and alumni.
14. Understand and adhere to national guidelines for ethical and supportive admissions processes so students and families can make well-informed college attendance decisions.

**MARGINAL FUNCTIONS:**

1. Perform routine office functions such as filing and copying.
2. Participate in logistical activities such as delivering materials to and picking up materials from the campus print shop and mailroom, storage areas, vendor facilities and other locations.

**RECOMMENDED SKILLS/COMPETENCIES:**

1. Clear commitment to and understanding of the mission of a comprehensive college with a liberal arts and professional focus. Commitment to an environment that nurtures cooperation, diversity, academic excellence and a vibrant campus life.
2. Commitment to the highest ethical and professional standards.
3. Ability to communicate both orally and in writing, in a manner consistent with professional standards, including making oral presentations to groups and contributing to the development of high quality written materials which reflect positively on the College.
4. Ability to consistently demonstrate excellent interpersonal skills in dealing with persons both internal and external to the College, both on the telephone and in person. In particular, the ability to relate in a caring manner to students and families from a broad range of backgrounds, both in group situations and individually, and to effectively advise students and mediate disputes, some of which will be emotionally-charged.
5. Experience establishing collaborative working relationships with faculty, staff, students, and outside constituent groups.
6. Ability to prioritize and deal with several tasks concurrently, while maintaining flexibility, high energy, creativity, and attention to detail.
7. Ability to quickly and easily get to know many students and the ability to work alternative hours when student issues or programs require it.
8. Ability to work effectively as a member of a staff where cooperation and teamwork are essential.
9. Knowledge of the organization and operation of the College, both administratively and academically.
10. Ability to apply mathematical skills necessary for such tasks as the preparation of statistical reports and developing and monitoring budgets.
11. Ability to use new technologies to accomplish departmental goals.

**EDUCATION:**

1. Bachelor's degree required.

**ADDITIONAL EMPLOYMENT REQUIREMENT:**

1. Must have successful completion of criminal background record and reference checks.
2. A valid driver's license is required.

**APPLICATION INSTRUCTIONS:**

Applicants are asked to submit a cover letter, resume and three professional references to [human.resources@sl.edu](mailto:human.resources@sl.edu). While we appreciate every applicant's interest, only those under consideration will be contacted. Silver Lake College of the Holy Family is an Equal Opportunity Employer.