



*Position Description  
For  
Admissions Counsellor*

**Department:** Advancement

**Supervisor:** Director of Advancement

**Summary Statement:** Attract students to Bethany College, inspire them to be lifelong disciples and servants of Christ, and assist with the Admissions Office details.

**Relationship to mission:**

- Enhance the relationship between the College and potential students.
- Enhance the relationship between the College and its constituency.
- To enlarge the influence of the College through increased enrollment and greater awareness of Bethany College.

**Key Responsibilities:**

- Recognize that any activity related to the role and scope of the Admissions Office is a personal responsibility; mature conduct and professional work are expected at all times. You are a Bethany College representative and are constantly presenting a public image of the college
- Execute the strategies and tactics contained in the Bethany College Strategic Plan focused on recruiting first year students to Bethany College.
- Coordinate and participate in activities designed to introduce prospective students, parents, churches, youth groups and other constituents to Bethany College, including individual campus visits, Campus Visit Days, Youth Advance, and other special events; often involving weekends.
- Identify prospect pool, follow-up in person or by phone, mail, or e-mail, and encourage prospective students through their interaction with Bethany College.
- Maintain consistent phone contact with prospective students and families; this often means attempting 50 phone contacts each week and spending 5 to 10 hours on the phone each week. Some evening calling is expected each week.
- Other duties as requested by the Advancement Department

*Nurturing Disciples... Training Leaders To Serve*

Box 160 Hepburn SK S0K 1Z0 [www.bethany.sk.ca](http://www.bethany.sk.ca)

Phone: 1-866-772-2175 Fax: (306) 947-4229 Email: [info@bethany.sk.ca](mailto:info@bethany.sk.ca)

### **Specific Duties**

- One-on-one visits with potential students and pastors/youth pastors
- Extensive travel throughout Western Canada
  - Career days, college fairs, youth group visits, display fairs, etc.
- Communication to potential students and churches
  - Recruitment related mailings
  - Phoning potential students
  - Tracking potential students
- Processing and responding to all inquiries about Bethany
- Assistance in formulating an advertising strategy within the Advancement Department.
- Assistance in the development of new brochures, catalogues, etc.
- Participate in the Youth Advance committee

### **Character and Skills needed:**

- To be a disciple, investing oneself in worshipping, learning and developing as a lifelong student of Jesus.
- A heart for ministry to students, parents of student, youth workers, pastors.
- An understanding and appreciation of Christian Higher Education.
- Leadership skills.
- The ability to cultivate relationships with and care for potential students.
- Communication skills in public speaking, presentations, and developing written copy.
- Interpersonal skills in relationship building, communicating, and diplomacy.
- Technical/media skills in areas such as multi-media presentations, word processing, spreadsheets, email, etc.
- Creative and enthusiastic.
- Outstanding people skills.
- Self- motivated.
- Ability to manage time well on a varying work schedule.
- Must have and retain a valid driver's license and meet Bethany College driving standards.
- Lifting and carrying of promotional materials up to a maximum of 80lbs.
- Team player.

**Time required:** The above is a full-time position with flexible scheduling as negotiated with the Director of Advancement. The first term is two years. Reappointment is based on a performance review, as per College policies. Start date after August 15<sup>th</sup>, 2010 or as negotiated.

### **Training/Experience:**

Bachelor of Arts preferred; previous recruitment experience an asset.

### **Salary:**

As per staff salary grid (related to one's education and experience)

**Job location:** Primarily off campus, with office space at Bethany College. Travel time estimated to be 40-60 percent of typical work week.