



## **Bethel College has an immediate opening for an Admission Counselor.**

**Position Purpose:** While demonstrating understanding and sensitivity to the needs of all students, is responsible to aggressively identify, recruit, admit and enroll academically qualified students in accordance with the philosophy of the college. Frequent contact with students, parents and other constituents is critical to the success of this position.

### **Essential Job Functions:**

#### Territory Management

- Responsible to maintain systematic and consistent communication with inquiries, applicants and influencers from an assigned recruitment territory/group regarding admission standards, financial aid, college programs and various enrollment processes.
- Phone contact is the primary source of communication and evening call nights are expected; letters, email, text messaging, public presentations and one-on-one interactions are also utilized on a frequent basis.
- Monitor student applications from application to enrollment. Process, read, interpret and evaluate students' academic credentials while using established college admission standards to make admission decisions.
- Develop relationships with guidance counselors, youth pastors and other constituents for the purpose of promoting the college and enrolling students.
- Input and retrieve applicant data on the Jenzabar JX/SEM administrative database.

#### Recruitment and Travel

- Coordinate and implement local and extended recruiting visits to schools, churches, businesses, junior colleges, and other educational institutions within a territory for the purpose of meeting with prospective students, parents, guidance counselors, pastors and other constituents.
- Represent Bethel at college and career fairs, youth groups, receptions, camps, etc.
- Make presentations concerning Bethel, college choice, financial aid, etc.

- Generate and utilize reports from the Jenzabar JX/SEM database and other available sources to inform decisions regarding recruitment activities.

### Campus Visits

- Conduct on-campus presentations, appointments and tours for a variety of campus visitors.
- Participate in the planning and implementation of the following admission events: preview days, campus tours, new student registrations, move-in day, orientation or other events as needed.

### Other Duties

- Will encourage the spiritual growth, development and care for colleagues.
- Participate as an active member of the enrollment team by assisting with special programs and projects as assigned. May include, but not limited to, liaison to another campus department or constituency group, new employee training, student caller supervision, student surveys, research projects, etc.
- Perform other related duties incidental to the work described herein.

### **Expectations:**

- Model a committed Christian lifestyle per the College's Lifestyle Covenant
- Have a positive attitude, fostering open communication and encouraging work associations
- Balancing multiple obligations and use available time/resources effectively to fulfill commitments
- Contribute quality and dependable work performance with thoroughness and accuracy
- Be a self-starter and have the ability to handle multiple tasks without supervision
- Productively adapt to change, as well as unexpected situations, and handle other tasks as assigned
- Maintain a high level of confidentiality in accordance with FERPA regulations
- Serve as an active member of the campus community by attending campus events, serving on committees, and making professional connections
- Display a commitment to promote diversity
- Follow all personnel and departmental policies and procedures
- Fully participate in and contribute to the accomplishments of office missions and goals
- Function with honesty and integrity regarding tasks and interpersonal relations based upon professional standards established by NACAC and NACAC
- Have a professional appearance and demeanor

### **Job Knowledge, Skills and Abilities Required:**

- Evening and weekend work, as well as necessary overnight and same-day business travel, often requires hours beyond the typical 40-hour work week
- Possess outstanding detail and organizational skills
- Clearly and accurately communicate information in large and small group settings
- Independently solve problems and initiate and implement projects
  
- Understand marketing concepts
- Analyze current enrollment data related to student recruiting by reviewing current and historical enrollment and geographic data to identify and develop sources and contacts for reaching potential students
- Commit to learning the distinctiveness of Bethel and the features/benefits of the various programs in order to appropriately represent the college
  
- Experience with computer systems, programs and MS applications including Word and Excel preferable
  
- Work well with others and provide helpful and friendly customer service/hospitality to all constituents

**Minimum Qualifications:** A bachelor degree from a four-year accredited college or university is required. Spanish speaking ability is preferred but not required. A valid driver's license and good driving record are required.

**Success Factors:** Candidates for this position should be highly organized, self-motivated, detail oriented, adaptable to change and possess strong interpersonal and communication skills.

**Important Events and Commitments:** *Events often require evening and weekend work.*

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|------------------------------------|--|
| • <b>Campus Tours</b>              | As needed throughout the year  |
| • <b>Move-In Day</b>               | Opening weekend of the fall semester                                     |
| • <b>New Student Registrations</b> | Some evening and weekend work  |
| • <b>Pilot Preview Days</b>        | Requires evening work several times a semester and some weekends         |
| • <b>Professional Conferences</b>  | Sometimes a four to five day event in June                               |
| • <b>Recruiting Preparation</b>    | Heaviest preparation in August/September, but will take place year-round |

- **Recruiting Travel** will take place year-round
  - **Additional Events** enrollment goals
- Heaviest travel in September/October/November, but  
Events added as needed in order to achieve

## **About Bethel College**

[Bethel College](#), is a four-year Christian college of the arts and sciences. Affiliated with the Missionary Church, the college is a member of the [Council for Christian Colleges and Universities](#), an organization of more than 180 Christian institutions around the world, whose mission is to advance the cause of Christ-center higher education. Offering more than 50 areas of study, Bethel is currently composed of 1,500 traditional and adult/graduate students from 29 states and 15 countries, and 250 full-time professionals dedicated to serving its students. Located in Mishawaka, Indiana, the intimate campus is close to a wide range of employment, service and recreational opportunities.

Bethel hosts more than 8,000 guests annually to its arts productions, 20,000 annually in conference services, and many community members in support of its 18 intercollegiate sports teams that have earned 35 national athletic championships in the NAIA and NCCAA.

## **Our Mission**

Bethel College, is a Christian community of learners dedicated to building lives of commitment for leadership in the Church and the world. Bethel provides liberating academic and co-curricular programs to challenge the mind, enlarge the vision and equip the whole person for lifelong service. Read more about [our beliefs](#).

## **GRO**

Following comprehensive review and vetting with all College stakeholders, a clear strategic path and plan of action has been launched. Dubbed "GRO," the initiative not only sets clear goals and milestones, it also reflects the College's unwavering commitment to provide the pathway and resources to achieve success.

Under GRO we declare:

- **"G"** game on. We will add to our 35 National Championships by enrolling an additional 195 student-athletes during the next three years
- **"R"** robust recruiting. We will add an additional 150-300 traditional non-athlete students during the next five years
- **"O"** online burst. We will grow our online programs by 500 students during the next four years.

We will meet our goals through a steadfast commitment to our Christian beliefs and mission, exemplary leadership and execution, and through our relationships with community, alumni, donors and third-party partnerships. Bethel College has committed to multiple internal reviews and decisive investment with partner companies. The table is set for the next Vice President of Enrollment Management to lead us to unparalleled enrollment and persistence success.

### **Bethel College Alumni**

Bethel's 20,000 alumni occupy 49 states and 64 world areas, and enjoy a medical school acceptance rate double the national average, 100 percent job placement rate in nursing and music education, top 4 percent finish nationally in competitive math performance tests, and 100 percent pass rate every year on the national performance standard for a unique academic major in Sign Language Interpreting.

Bethel College alumni include the No. 1 voted School Superintendent in Indiana, the No. 1 voted School Principal in Indiana, a top 1 percent pediatric surgeon in North America, the former executive director of the largest Youth for Christ district in the nation, the chaplain of Barak Obama's childhood school, the lead in "South Pacific" off-Broadway, a national leader and lab executive in Nanotechnology and Sustainable Energy, two All-Star pitchers (Cleveland Indians and the San Diego Padres), a senior Midwest manager for Blue Cross / Blue Shield and many others.

### **National Recognition**

- **Christian Universities Online:** [Christian Universities Online](#) ranked Bethel No. 1 in the nation on the list of "50 Christian Colleges and Universities Exceeding Expectations."
- **U.S. News and World Report:** Ranked Bethel a top tier college for 14 consecutive years.
- **Colleges of Distinction:** For the sixth year in a row, Bethel has been named a College of Distinction. We are one of nine Indiana colleges to be recognized, and one of 59 schools in the nation to be named a Christian College of Distinction.
- **Washington Monthly:** *Washington Monthly* ranked Bethel College No. 2 of 364 colleges in the Midwest on its 2017 list of the "Best Bang for the Buck Colleges." The "Best Bang for the Buck" list rates colleges that are doing the best job of helping non-wealthy students attain marketable degrees at affordable prices.

### **Mishawaka, Indiana**

Mishawaka, Indiana, is a growing commercial city in Northern Indiana, located next to South Bend. Mishawaka, the Princess City, lies nestled along the meandering path of the St. Joseph River. Population growth, business expansion and record-breaking new construction tell us that people

want to live, work, raise their families and retire in Mishawaka. Community pride is an essential part of life in the Princess City. The quality of life that generates this community pride comes from many sources.

Mishawaka ranks as the 17th largest city in the state of Indiana surpassing the cities of Kokomo and Columbus. Unlike many communities, Mishawaka has consistently grown in population, capital investment and assessed value for several years.

Construction and growth are not all that make a city great, of course. Not only is Mishawaka home to Bethel College, but it is also home to AM General's Hummer Plant, a beautiful system of parks and a myriad of cultural opportunities.

The greater metropolitan area includes 250,000 residents, five colleges (including the University of Notre Dame), the second largest shopping district in the state of Indiana, 15,000 businesses, 50 parks, and Mishawaka's own renovated, 3-mile Riverwalk development. Resort venues on Lake Michigan are 45 minutes away.

*Bethel College does not discriminate on the basis of race, color, age, sex, disability, national or ethnic origin in employment opportunities, in keeping with applicable state and federal laws. In keeping with the mission of the institution, Bethel College seeks applicants with a strong commitment to the values and lifestyle of evangelical Christianity and who profess a personal relationship with Jesus Christ. As a Christian institution, we require faculty and staff to adhere to the College's Lifestyle Covenant and to enforce a religiously based statement of responsibilities for all College employees. Women and minorities are encouraged to apply. Bethel College, as an educational institution operating under the auspices of the Missionary Church, reserves the right to prefer employees on the basis of religion (Title VII, Sections 702-703, United States Civil Rights Act of 1964 as amended).*

**Apply online at [BethelCollege.edu/Jobs](https://BethelCollege.edu/Jobs)**