

Admissions Counsellor

The Admissions Counsellor is responsible for identifying future students as they make key decisions on their educational goals, and assisting them from first contact through to enrollment, while meeting targets and promoting the advantages of Booth University College. The individual in this role brings creativity, energy, is engaged and is a self-motivated team member with a solid understanding of the post-secondary admissions process. This position reports to the Admissions Coordinator and is a key member of the Admissions team.

SUPERVISORY FUNCTIONS: none

ESSENTIAL FUNCTIONS OF THE JOB/ROLES AND RESPONSIBILITIES:

- Plan and execute recruitment plans for assigned area and/or target population, developing a strategy by creatively utilizing market research, marketing techniques, and knowledge of current best practices in post-secondary enrollment; work collaboratively as part of Admissions team to achieve the institution's enrollment goals
- Develop and update a database of and engage with teachers, administrators, and other key influencers/contact people; engage with these people to increase awareness of Booth UC, identify potential applicants, and book workshops, information sessions, and other recruitment events
- Develop extensive knowledge of Booth University College academic programs and policies, admissions requirements, campus activities, scholarships, etc.
- Develop a solid understanding of The Salvation Army and the role of Booth University College within it.
- Promote and raise the profile of Booth University College through a variety of activities which will include:
 - Public speaking,
 - Attend career symposiums
 - Meet one on one with prospective students and parents
 - Organize and lead campus events to increase brand awareness for prospective students
 - Coordinate and host individual and group campus visits
 - Coordinate off-campus student recruitment events
- Travel to recruitment events as required
- Collaborate with faculty, staff, and program coordinators to organize presentations, information sessions and recruitment related activities
- Continually qualify the applicant pool
- Monitor receipt of applications and support the prospective students throughout the admission process by maintaining contact, answering their queries, helping them complete required documents, and ensuring file completion

- Review files for acceptance and present admission recommendations to the Admissions Coordinator and /or Director of External Relations
- Effectively utilize the CRM (Customer Relationship Management) and Populi SIS (Student Information System) software to execute job responsibilities
- Recruit and train BUC Brand Ambassadors

QUALIFICATIONS

1. Required

- Satisfactory criminal record check
- Fully supportive of the integration of faith and learning in a Christian university-level setting and a commitment to the Mission of Booth University College
- Ability to integrate your Christian faith within the workplace
- For admissions counsellor recruiting Salvationist students, must be a Salvationist in good standing
- Post-secondary degree
- Several years' progressive work experience; experience in sales, marketing and/or student recruitment preferred
- Excellent communication and relation-building skills; with effective public speaking skills
- Demonstrated ability to stay positively focused on attaining targets
- Capability to effectively utilize a complex database system
- Ability to work on registration deadlines, while meeting college-wide enrollment goals
- Proficiency in utilizing customer service strategies to recruit students to Booth UC's programs
- Willing to work flexible hours including some evenings
- Highly organized with excellent follow-up and creative problem-solving skills
- A valid driver's license and willing to travel
- Must be legally entitled to work in Canada

2. Assets (Preferred Qualifications)

- Experience with a Student Information System (SIS) or Customer Relations Management (CRM) software
- A working understanding of The Salvation Army
- Previous sales experience

This is a full -time position with 37.5 hours per week. In addition to the compensation package, we also provide a benefits package that includes health, dental, and other group benefits, vacation and sick leave, RRSP, and a tuition bursary program. Booth University College offers a stimulating university college environment, a mission-driven purpose, and the opportunity to contribute to change as Booth UC moves forward on its commitment to its mission: **Education for a Better World.**

Application Instructions

Applications may be submitted in confidence to Human Resources; Booth University College by email: BoothUC.Careers@boothuc.ca.

Applications must include a cover letter. In the letter describe why you want to work at Booth University College. Also, please detail what key strengths you bring to this position.

Accommodations are available upon request throughout the recruitment process.

About Booth University College

Booth University College is a Christian university college located in Winnipeg, Manitoba (Canada) and rooted in The Salvation Army's history of meeting the needs of the most vulnerable in society. As an open-enrollment institution, we welcome students from many different backgrounds, cultures, and countries. Deeply committed to social justice, we blend Christian faith and rigorous scholarship with a passion for service. Our approach to learning is anchored in academic excellence and based on a vision of social justice, hope, and mercy for all. We are committed to our mission: **Education for a Better World**. This is described in our mission statement:

William and Catherine Booth University College, a Christian university college rooted in The Salvation Army's Wesleyan theological tradition, brings together Christian faith, rigorous scholarship, and a passion for service. The University College educates students to understand the complexities of our world, to develop the knowledge and skills necessary to be active contributors to society, and to know how the Christian faith compels them to bring hope, social justice, and mercy into our world.