

PACIFIC NORTHWEST COLLEGE OF ART

DATE: February 2021
POSITION: Admissions Counselor
DEPARTMENT: Admissions
REPORTS TO: Dean of Admissions
FLSA STATUS: Exempt

POSITION SUMMARY

Note: Due to Covid-19, this position is temporarily mostly remote, with occasional trips into the Admissions Office. Must have reliable WiFi.

Reporting to the Dean of Admissions, Admissions Counselors are responsible for representing and presenting PNCA's academic programs to prospective students, parents, teachers, and counselors regionally and nationally. They must have the ability to communicate effectively with people of diverse ethnic, socioeconomic, and educational backgrounds and a variety of interpersonal skills to interact appropriately in situations ranging from large meetings to individual appointments. Admissions Counselors are also responsible for recruiting talented undergraduate students, overseeing admissions files, and reviewing completed applications for admission into PNCA's undergraduate programs. Counselors are expected to attend local, state, and national college fairs and assist in the planning and execution of both on and off campus recruitment events. Counselors must have the ability to work independently, meet assignment deadlines, and set priorities that accurately reflect relative importance of duties. Admissions Counselors need to display strong writing, editing, and computer skills including MS Word, Excel, and databases and be comfortable with iOS platforms. Knowledge of graphic design programs (Adobe Creative Suite) and comfort with mobile computing for presentation is a plus. This position requires travel in the fall and spring as well as some evenings and weekends. Admissions Counselors must demonstrate a strong working knowledge of the visual arts.

PRIMARY JOB RESPONSIBILITIES

- Represent the quality and scope of an arts education at PNCA to high school and community college art classes and college/career centers, prospective students, parents and the general public both virtually and in person.
- Present PNCA's undergraduate programs, admissions requirements, tuition and basic financial aid information.
- Represent PNCA at local, state and national college fairs, including National Portfolio Days. These events are both virtual and in person.
- Give clear details to potential applicants, parents and educators about PNCA's admission procedures and policies regarding first-time freshman and transfer programs, including international student information.
- Help plan and organize on and off campus admissions events, including open houses, information sessions, admitted student receptions, campus tours and national portfolio days.
- Represent PNCA to both large and small diverse audiences using mobile computing presentations.
- Lead on-campus/virtual tours when needed.
- Contact and follow up with all inquiries received from web sources, college fairs, school visits, telephone/email, social media, etc.
- Utilize phone, email, and mail to communicate with prospective students in a timely manner, providing excellent student service.
- Work with prospective students to yield completed application files prior to enrollment and efforts to increase retention.
- Become extremely familiar with working territory and demographics of cities/towns in the area to best reach the student population for PNCA.

- Ability to work independently, and to arrange information sessions, set appointments and promote the College in a positive manner.
- Ability to follow directions and complete tasks accurately as well as accept supervisory input and constructive criticism.
- Interview students and review their portfolios in order to offer advice on their work.
- Work to complete all assigned undergraduate admission files from applicants in a timely manner and evaluate completed applications to determine if the applicant is admissible for admission into PNCA's undergraduate program. Track applicants from initial contact from admission to attendance.
- Send all admission related correspondence to applicants in a timely manner and follow up with applicants to ensure all material has been received and understood.
- Work with the PNCA Financial Aid Office to help assist with the awarding of scholarship funds.
- Track and submit individual travel receipts in accordance to PNCA's travel policy.
- Complete weekly activity report to include documentation of recruitment/outreach activities and student appointments.
- Contribute to the diversity of the college by bringing a perspective, way of thinking, and/or a unique set of experiences that expand the intellectual conversations and practices in the field.
- Other duties as assigned.

REQUIRED QUALIFICATIONS

- Bachelor's degree
- Strong interest and knowledge of visual arts
- Excellent verbal and written communication skills
- Strong organizational skills
- Ability to work independently within a team
- Proactive, creative problem-solving approach
- Experience with integrated databases; email; iOS based programs and social media
- Position will require travel and varied working hours including some evenings and weekends
- Must have a valid driver's license and access to a working vehicle
- Must be able to lift up to 50lbs

PREFERRED QUALIFICATIONS

- College level studio artmaking experience
- Experience in art college admissions or education
- Bilingual Spanish speaker strongly desired
- Working knowledge of the following topics: networking, file system management, various educational topics such as print, web, video and animation
- Knowledge of Slate CRM

The PNCA Admissions Office is committed to creating a diverse environment and is proud to be an equal opportunity employer. All qualified applicants will receive consideration for employment without regard to race, color, religion, gender, gender identity or expression, sexual orientation, national origin, genetics, disability, age, or veteran status. PNCA recognizes that diverse classrooms and workplaces offer the richest learning opportunities and is committed to a policy of equality in our admission and employment practices. Diverse candidates are strongly encouraged to apply.

To apply to this position, please submit both a cover letter and resume.