

Job Description

Kingswood University

Position Title:	Enrolment Counsellor
Classification:	Full-time Staff
Responsible To:	Director of Admissions
Purpose:	To recruit mission-fit students to Kingswood and cultivate influencer relationships to aid in recruitment.
Goal:	To identify and build relationships with prospective students, helping them discern mission-fit with Kingswood, including answering questions about God's call on their life, academic and student life, scholarships, and their financial options; to initiate and cultivate influencer relationships for the purpose of student recruitment.

Responsibilities:

Recruitment

- Work your assigned territory to generate leads and inquiries. This includes connecting with and building relationships with students in all levels of high school.
- Maintain a 3-year prospect list that identifies the students for the current undergrad recruitment cycle and builds the list for the next two recruitment cycles. Actively engage each list throughout the year with the appropriate communication strategy.
- Creatively and strategically connect with influencers in your geographical region for the purpose of recruitment. This includes pastors, youth pastors, camp directors, Christian School administration, and alumni. Identify your key churches, schools, and camps and the strategy to engage influencers in each for the purposes of recruiting for all levels – Kingswood Extended, Undergraduate, and Graduate programs.
- Manage your travel budget within the parameters established with the Executive Vice President, including arranging multiple points of contact during each trip to maximize ROI for travel expenditures.
- Recruit for Kingswood for all levels of study – Kingswood Extended, Undergraduate, and Graduate – at local, regional, national, and international conferences and events.
- Proactively work to establish relationships with students and influencers in denominations that have formed partnerships with Kingswood.
- Work with the Marketing department to develop effective marketing strategies and promotional pieces (print and digital), taking direction on how to best implement the resulting communication strategies.
- Be active on social media, connecting with influencers and potential students.

Admissions

- Manage your leads effectively, converting them to applicants and eventually enrolled students.
- Manage your influencers effectively, executing the communication strategy effectively and ensuring maximum return on investment for both Kingswood and its influencers.

- Execute the communication strategy with your students, utilizing the CRM as a tool to accurately reflect the status and next steps for each student.
- Schedule and strategically plan campus visits (virtual and in-person) to maximize the benefit for your students.
- Work with the team to set enrolment goals and monitor progress on a week-to-week and month-to-month basis.
- Work with the Director of Financial Aid to provide timely information for students.

Events & Ministry Recruitment

- In collaboration with the Enrolment & Marketing team, assist in executing a ministry experience recruitment strategy that includes creating, planning, recruiting, and leading life-changing ministry experiences across Canada and the US with current and potential KU students.
- Work with the Enrolment & Marketing team to improve current and develop new recruitment strategies, including weekend ministry teams, summer camps/experiences, mission trips, and ministry opportunities that engage current and future students in meaningful experiences.
- Take an active and/or supportive role in planning and executing on-campus events, including current events (Encounter Weekend, Campus Visit Days) and new initiatives developed to bring influencers and potential students to campus for meaningful connection, learning, and ministry experiences.

Professional Development

- Attend team meetings regularly, prepared to actively engage in the issues and initiatives being discussed.
- Develop talking points and on-stage confidence for presenting at conferences and in front of groups. Be prepared to recruit for all levels.
- Attend virtual and in-person training events to continue to sharpen your skills as an effective, high capacity recruiter.
- Actively engage with resources provided for you and seek out additional resources for personal and professional development.
- Participate in chapel regularly.
- Recognize your position as a ministry, including mentoring current and future students in their Christian walk as opportunities arise in the fulfillment of your responsibilities.
- Other duties, as assigned.

Qualifications:

- Excellent interpersonal, public speaking, and communication skills.
- Self-motivated with a commitment to meet goals.
- Well-organized, attentive to detail, and committed to excellence.
- Effective with time and energy management and able to manage multiple projects at once.
- Able to contribute individually, as well as lead, manage, or participate in cross-functional teams
- Bachelor's degree preferred.

Values:

- Godly, spiritually mature, fully-devoted to Christ and the Church.

- Genuine and evident love for other persons demonstrated by consistent spirit of kindness, compassion, and respect for all other persons.
- Integrity and moral excellence, with life above reproach.
- Code of personal conduct consistent with membership commitments for leaders of The Wesleyan Church.
- Commitment to enthusiastically assist in fulfillment of Kingswood University's mission.
- Commitment to exemplify Kingswood University's core values, including total ownership, prioritize students, collaborative synergy, growth mindset, enthusiastic engagement, uncompromising integrity, and innovative flexibility.

General University Information:

Kingswood University is owned by The Wesleyan Church of North America. The mission of Kingswood is to serve Jesus Christ by strengthening the local and global church through forming Christ-like servant leaders in a community that creatively blends academic excellence and practical ministry experience with intentional spiritual formation.

Direct resumes to:

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