

WESTMONT COLLEGE

Hospitality and Visit Experience Counselor

Office of Admissions, Enrollment, Marketing and Communications

Summary:

As part of the Westmont admissions and marketing team, create thoughtful, personalized, unforgettable, warm and welcoming experiences for new prospective students, visitors, and select constituents and guests, who visit separately from regular scheduled and programmed admissions preview days. Embodies the strategies that nurture positive and long-lasting first impression exchanges with Westmont and the Admissions Office.

Qualifications: Requirements include: pleasant, professional, polished and efficient person-to-person and telephone manners, the ability to multi-task, analyze situations, and make quick and sound decisions. Must be able to organize and coordinate schedules with staff who assist with campus visits. A bachelor's degree and knowledge of marketing practices and 2 year's general admin experience highly desired. Personal affirmation of the Christian mission of Westmont College and the Community Life Statement and adherence to its behavioral expectations required. Also requires intermediate skills with MS Office Pro programs; familiarity with Google Calendar and email; some familiarity with relational database preferable. Demonstrated skills in effectively handling detail while providing excellent customer service with flexibility, helpfulness and positive attitude required.

Responsibilities:

- Lead the welcome, coordination, and initial on-boarding process for all prospective students and their guests to ensure the highest levels of service and attention are given to guests who schedule an in-person visit.
- Create a warm welcome experience in the Admissions Office and Kerrwood lobby. Attentive to having a highly-engaged, high-functioning front desk and reception experience for guest's arrival and needs, comfortable lobby seating with ready-to-serve beverages and seamless transitions to activities that assist prospective students in their academic and interactive experience of Westmont.
- Train and lead a team of student interns to service campus guests, helpfully answer, screen, and transfer incoming telephone calls and messages to the appropriate campus office or personnel
- Attentive to publications and materials that are displayed in the lobby and key central places where the prospective student will visit and experience. Assist with the copy for the visit postcards, web pages with the marketing team.
- Maintain the master calendar of prospective student visits on a daily and weekly basis, meetings, special events, preview days and other important dates.
- Prepare personalized guest folders tailored for each student based on interests and needs. Create personalized welcome letters, email messaging, print materials, note cards, as needed before arrival, during the visit and post visit. Ensure post visit follow-up occurs within a 24-48-hours.
- Design a custom approach for each visitor that includes a personalized itinerary, campus tour, interaction with members of the community-including faculty, staff and current students—that best fits the students' interests, needs, requests.
- Conduct one-on-one conversations with walk-ins and unscheduled visitors who need assistance. Provides hospitality and the best first impression for guests upon their arrival and for their unscheduled visit.
- Organize and distribute daily concierge briefings for staff that detail relevant data about prospective students, groups, guests, and others coming to campus and engaging with EMC.
- Develop a standards manual and guidebook that details best service practices, office policies, brand standards and expectations for how Westmont concierge models good service, including professional and personal appearance, atmosphere setting, and day-to-day interactions of all concierge, Admissions and front-facing staff and students.
- Oversee and manage Admissions Interns – a team of students who are selected to represent Westmont on the front lines – campus tours, guest visits overall, recruitment at local fairs and schools, assist with concierge service and with daily front lobby set-up, answer phone calls, help design tailored visitor experiences, serve as host for ambassador lunches and dinners, pursue overnight housing, help plan digital and print communications, and other duties on behalf of EMC and specifically, Admissions.
- In coordination with marketing and events manager implement a personalized communications flow and interactive web pages for campus events separate from preview day events.

- In coordination with the data analyst, track levels of engagement and conversion with all guests to determine which activities (tours, conversations, visits, faculty engagements, counselor appointments, overnight stays, and so on) yield the greatest ROI. Track all visits and prepare monthly report on data of campus visits.
- Serve as primary point of contact for large visiting groups
- In coordination with the marketing and events assistant, plans logistics and accommodations needed for preview days. Alter and align the coordination of requests for daily visits with preview day activities when they compete with each other.
- Participate in events as requested, such as Preview Days (prospective student activity) and selected Christian college fairs; may be asked to help coordinate and work selected Saturdays to keep campus open during high tourism times (spring and summer).
- Input data in Salesforce related to visit coordination; prepare reports to observe trends, behaviors, counts, and other data that helps to improve service and remain strategic in our visit experience and service efforts.
- In coordination with the Admissions team, integrates opportunities for acquiring new relationships (inquiries and constituents) into on-campus events including extending visit coordination for guests and prospects attending college seminars and lectures, summer conferences and sports campus, specialty events as they arise, and others as they are identified.
- Expectations for workplace demeanor include but are not limited to: working collaboratively and harmoniously with co-workers, customers and others by sharing ideas and resources willingly, constructively and positively; listening to and objectively and respectfully considering the ideas and perspectives of others; readily admitting and correcting personal mistakes; meeting commitments; keeping your supervisor and others who may be affected informed about work progress; addressing problems willingly and constructively to discover practical and lasting solutions acceptable to all parties; working promptly toward reconciliation and forgiveness during conflict; respecting the diversity of our community in words and deeds.
- Other duties as needed and assigned.

Reports to: Vice President of EMC and the Director of Admissions