



# WESTMONT

## **Admissions Counselor and Marketing Associate – Veterans and ABSN Program (Full-time, 12 months)**

### **Office of Admissions: Division of Enrollment, Marketing and Communications**

**Position Summary:** We are a growing team with one inspiring goal — grow our outreach and enrollment with veterans and nurses. As a nationally ranked college in liberal arts education, we strive for a team that desires to showcase Westmont. This position serves in Admissions and will help shape the student body of Westmont by serving and recruiting these two specific growing markets. The ideal candidate is committed to the mission of Westmont with a strong desire to serve and assist prospective veterans and nursing students (ABSN program) with the aim of recruiting and enrolling qualified students to meet enrollment goals; manages the marketing and advertising strategic approaches to grow these two market groups.

**Qualifications:** Requirements include: Bachelor’s degree with 3-5 years of related experience in sales, admissions, and/or marketing; personal affirmation of the Christian mission of Westmont College and the Community Life Statement and adherence to its behavioral expectations is required; excellent written, oral presentation communication skills; high relational/personable skills with a service approach, ability to work independently, problem solve, and creatively handle a variety of roles with an “extra-mile” attitude; ability to work independently and within a team structure that is goals driven; proficiency in Microsoft Office Suite and familiarity with social networking.

### **Responsibilities:**

#### **Veterans Recruitment**

- Develop strong relationships with area veterans program advisors at local community colleges.
- Coordinate veterans marketing materials and initiatives with the Westmont marketing staff, including digital, print and web-based content; initiate and manage veteran-focused marketing efforts, including the maintenance of the Westmont admissions webpage(s) for veterans and any third-party veteran marketing and recruitment platforms.
- Collaborate with Student Life to establish best practices for supporting and onboarding veteran students at Westmont.
- Establish efficient communication flows and admissions funnel activity that drives the prospect through high touch, concierge style engagement

#### **Nursing Recruitment**

- Seek recruitment opportunities locally and with targeted markets within regional areas, and most specifically within Santa Barbara and the Central Coast cities.
- Counsel prospective nursing students in the admissions policies and procedures distinctive to the ABSN program; maintain consistent communications using Salesforce, email, text messaging, phone calls, and social media.
- Assist the Registrar Office in evaluating transcripts, transfer units, verifying completion of degrees and required tests and admissions materials and references.
- Cultivate active interest for the ABSN program by connecting with nursing-specific leads, influencers and referral based outreach programs/persons.
- Assist the nursing department in the planning and execution of ABSN information sessions; assist in the promotions, hosting, set-up and tear down of in-person and virtual events.
- Establish efficient communication flows and admissions funnel activity that drives the prospect through high touch, concierge style engagement

## **Marketing and Advertising Management**

- Responsible for coordinating marketing activity to attract and grow inquiries and lead generation
- Coordinate advertising schedules that support marketing strategies
- Increase reach and awareness levels for these specific markets
- Manage the budget and maintain production schedules from concept to completion, placement and analytics for ROI
- Coordinate all print materials that aid in recruiting students; keep inventory stocked and available
- Develop content and manage copy for website, digital media, print materials
- Collect leading indicators data analytics to measure all enrollment and marketing activity, prepare reports that provide strategic review year over year.
- Prepare presentations and key materials for events, information sessions, planning committees, and team meetings.

## **What We're Looking For:**

- You have a deep desire to represent a meaningful and impactful education and college experience
- You have genuine curiosity, and an ability to inspire passion and action in others
- You have a "closer" mentality, an infectious positive attitude, and drive to win
- You ask good questions (consultative), are a great listener, and have great empathy for prospective students thinking through a major professional and financial decision
- You're at 100% ease using technology, CRMs, digital and social media, etc.
- You learn fast and commit to ramping up quickly on new information
- You have great references that advocate you're a team player with a results driven attitude

## **General Responsibilities**

- Assists Admissions in providing tours for visitors from these two markets (veterans and nurses), extending customer service that introduces Westmont and provides exchanges with staff, faculty, coaches, financial aid and other offices.
- Assists and is present for all Preview Days, Admitted Students events and other events serving prospective veteran and nursing students.
- Evening and weekend work required as needed to serve the needs of this specific market audience.
- 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. Westmont expects employees to avail themselves wherever necessary, demonstrating flexibility and openness to new requests and responsibilities in order to foster an environment of collaboration.
- Personal affirmation of the Christian mission of Westmont College and the Community Life Statement and adherence to its behavioral expectations.
- Ability to lift and carry travel displays and related materials; evening and weekend hours as needed.
- Other duties as needed.

**Reports to:** Senior Director of Admissions and Vice President of EMC