



JOB DESCRIPTION



INFORMATION

Job Title:	<i>Graduate Admissions Counselor & Marketing Coordinator</i>	EEOC Job Classification	Administrative Support
		FLSA Classification	Non-exempt, full-time
Department:	Online Program Administration	W/C Classification	8868 – Administration/faculty
Reports To:	Director of Marketing and Enrollment	Compensation	\$23.00 - \$26.00/hour

SUMMARY

Advance the mission and vision of TMUS by supporting graduate student recruitment, admissions counseling, and program marketing initiatives. This position works closely with the Director of Marketing and Enrollment to execute recruitment strategies, manage prospective student communications, support enrollment goals, coordinate marketing content, and assist with campaigns that increase awareness, engagement, and application generation for TMU Online.

ESSENTIAL JOB FUNCTIONS

Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

- Participates in the development of online student recruitment and strategies.
- Meet aggressive enrollment targets.
- Ability to manage multiple customer inquiries.
- Ability to develop customer relationships and assist in the decision to enroll at TMU.
- Maintains a CRM of prospective students.
- Assists in creating resource materials for student recruitment programs and analyzes trends in recruitment .
- Prepares weekly recruiting reports
- Responds to inquiries from students.
- Assists in creating goals and objectives for the online program recruitment; and administers methods and procedures to enhance operations, as appropriate to the department.
- Coordinates marketing initiatives for TMU Online in collaboration with the Director of Marketing and Enrollment.
- Assists in developing and executing marketing campaigns to generate leads, increase applications, and support enrollment goals.
- Creates and updates marketing content for email campaigns, social media, websites, digital ads, brochures, flyers, and recruitment materials.
- Maintains the marketing calendar for program promotions, application deadlines, events, information sessions, and enrollment campaigns.
- Supports CRM-based marketing communications, including email campaigns, audience segmentation, lead nurturing, and prospective student follow-up.
- Assists in gathering and developing content such as student stories, alumni highlights, faculty features, testimonials, photos, and program outcomes.
- Assists with promoting recruitment events, webinars, open houses, and other program-related events.
- Ensures all marketing materials are accurate, current, brand-aligned, and consistent with university messaging standards.
- Performs other related duties as assigned.

QUALIFICATIONS

- Has a personal relationship with Jesus Christ and a demonstrated commitment to the doctrinal position of TMUS and a continuous exhibition of a desire to minister and serve others in varied capacities.
- Demonstrated ability to establish and maintain effective working relationships with staff, faculty, vendors, students, &/or community members of diverse academic, socio-economic, cultural, & ethnic backgrounds.
- Excellent written and verbal communication skills.
- Strong organizational and interpersonal skills.
- Service oriented with strong interpersonal and communication skills and the ability to work effectively with a wide range of constituencies in a diverse community.
- Exercise confidentiality, good judgment and discernment.
- Ability to gather data, compile information, and prepare reports.
- Skill in examining and re-engineering operations and procedures, formulating policy, and developing and implementing new strategies and procedures.
- Ability to develop, plan, and implement short- and long-range goals.
- Knowledge of student recruitment and retention issues.
- Ability to plan, assess, and evaluate programs.
- Ability to analyze course prerequisites, certification, and/or curriculum/graduation requirements.
- Skill in the configuration and use of computerized database programs.
- Must successfully pass a background investigation.

SUPERVISORY RESPONSIBILITY

- This position has no supervisory responsibilities.

EDUCATION AND EXPERIENCE

- Bachelor's degree or equivalent experience, Master's degree preferred.
- At least two-years' experience in recruitment for higher education.
- Proficient in Microsoft Office Suite or similar software.

PHYSICAL DEMANDS

The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job.

- While performing the duties of this job, the employee is regularly required to talk and hear. The employee frequently is required to stand; walk; has full dexterity of hands and arms.
- This position requires the ability to occasionally lift office products and supplies, up to 30 pounds.
- Some travel with overnight stay possible.

ADDITIONAL INFORMATION

Please note this job description is not designed to cover or contain a comprehensive listing of activities, duties or responsibilities that are required of the employee for this job. Duties, responsibilities and activities may change at any time with or without notice.

The Master's University & Seminary does not discriminate on the basis of race, color, national origin, ancestry, gender, age, marital status, veteran status or prior military service, medical condition, or any physical or mental disability. We are committed to practicing principles of equal employment opportunity and diversity based upon sovereign Biblical principles.