

Job Title: Undergraduate Admissions Counselor – Athletic Recruitment

Department: Admissions

Employment Type: Full-time, non-exempt

Position Summary

The Undergraduate Admissions Counselor: Athletics serves as the primary admissions liaison for student-athletes and athletic recruits. This role focuses on guiding prospective student-athletes through every step of the admissions process while strengthening relationships between Athletics and Enrollment at Roberts Wesleyan University, a NCAA Division II school..

As a key member of the admissions team, this counselor will collaborate closely with coaches, the athletics department, and the broader enrollment team to recruit, evaluate, and enroll students who are ready to excel both in the classroom and in competition. The position requires a proactive, relational approach to recruitment and an understanding of the unique needs of student-athletes.

Key Responsibilities

Athletic Recruitment and Outreach

- Serve as the primary admissions counselor for all athletic recruits in traditional undergraduate (TUG) programs, in addition to any other assigned territories.
- Partner with coaches to manage the recruitment funnel—from initial inquiry to enrollment—for each team.
- Develop and maintain relationships with high school and club coaches, athletic directors, and prospective students, as well as school counselors and other key stakeholders at high schools and colleges.
- Represent Roberts Wesleyan University at athletic recruitment events, general admissions events, high school visits, and college fairs.

Admissions Counseling

- Advise all assigned students and families through the admissions and financial aid process, providing timely and personalized communication.

- Collaborate with the compliance office and coaching staff to ensure student-athletes meet NCAA and institutional eligibility requirements.
- Counsel prospective students on academic programs, campus life, and how Roberts supports success in both athletics and academics.
- Manage assigned non-athlete territories as needed.

Collaboration and Integration

- Serve as the primary point of contact between the Admissions and Athletics departments, facilitating smooth communication and processes. Champion the Slate CRM system with athletics.
- Partner with Financial Aid to ensure accurate and effective support of student-athletes from recruitment through enrollment.
- Contribute to the development of targeted marketing and communication strategies for athletic recruitment, and all students.

Data Management and Reporting

- Track all athletic prospects in the university's CRM (Slate) and ensure accurate data entry and reporting.
- Monitor conversion metrics for athletic recruits and provide insights on recruitment trends to inform strategy.
- Collaborate with coaches to ensure accurate roster forecasting and enrollment goals are met.
- Meet and exceed enrollment goals and contact metrics for all assigned territories.

General Enrollment Support

- Participate in broader enrollment initiatives, including open houses, visit coordination, calling campaigns, and yield events.
- Support cross-functional recruitment efforts for the Admissions Office.

Compensation:

The approved rate of pay for this position is \$24–26 per hour.

Qualifications

Education and Experience

- Bachelor's degree required.
- Experience in college admissions, athletics recruitment, coaching, or related fields preferred.
- Knowledge of NCAA Division II recruiting processes is a plus.

Skills and Competencies

- Excellent interpersonal and communication skills with the ability to connect authentically with students, families, and coaches.
- Strong organizational skills and attention to detail in managing multiple recruitment pipelines.
- Driven attitude to go above and beyond.
- Proficiency with CRM systems (Slate preferred), Google, and Microsoft Office Suite.
- Understanding of NCAA compliance and eligibility standards.

Other Requirements

- Willingness to travel, including evenings and weekends.
- Valid driver's license and reliable transportation.

Why Join Roberts Wesleyan University?

- Be part of a mission-driven university rooted in Christian faith and dedicated to the holistic development of students.
- Play a vital role in connecting academic and athletic excellence.
- Collaborate with a supportive team committed to helping student-athletes thrive on and off the field.