



Sweet Briar College is a women's liberal arts institution, located in Central Virginia approximately 12 miles north of Lynchburg and 60 miles south of Charlottesville. Founded in 1901, the College's curriculum encompasses a comprehensive baccalaureate program in the arts, sciences and humanities, as well as masters' programs in education. It is one of two women's colleges in the United States offering an ABET-accredited engineering degree program.

Position Title: Senior Admissions Counselor

Classification: Exempt

Reports to: Director of Admissions Strategy and Counseling

Summary/Objective:

The Senior Admissions Counselor is responsible for recruiting qualified applicants for admission in accordance with state and federal accreditation and Sweet Briar policies and regulations. This position is primarily responsible for international recruitment and other recruitment territories in the United States as assigned. The Senior Admissions Counselor assists the Director of Admissions Strategy and Counseling with nurturing strategic relationships with counselors and headmasters and with recruiting prospective students at independent high schools.

Essential Responsibilities:

- Read, evaluate and make recommendations on admission applications
- Manage recruitment in assigned geographic territories to achieve territorial enrollment targets
- Counsel students and families through the college application process
- Respond to email and telephone inquiries and provide accurate and timely information in accordance with Sweet Briar's established messaging
- Conduct information sessions for internal and external audiences such as prospective students, parents, high school guidance/college counselors and strategic partners
- Cultivate strategic relationships for the purposes of recruiting international applicants and students attending independent high schools
- Participate in recruitment and enrollment activities including open houses, regional presentations, training sessions, orientation programs, career days, and college fairs
- Manage assigned travel including reservations and expense reports
- Deliver extraordinary customer service and campus visit experiences
- May assist in mentoring students, interns, and volunteers

- Ability to use institutional software to record and track recruitment activities and read application materials

Required Qualifications:

- Bachelor's degree
- Five years of professional experience, preferably in recruitment, customer service, marketing, sales or related higher education experience
- Understanding of international recruitment best practices
- Effective at building and nurturing strategic relationships
- Ability to communicate effectively with students and their families from a broad range of socioeconomic and cultural backgrounds
- Excellent interpersonal, communication and analytical skills with exceptional judgment, ethics and integrity
- Superior organizational and problem resolution skills with great attention to detail
- High energy, a competitive spirit, intellectual curiosity and a commitment to excellence

Preferred Qualifications:

- Master's degree
- Working knowledge of Ellucian's Banner and Technolutions' Slate CRM
- Experience in college admissions recruitment

Work Environment: Office environment, meetings at independent and international schools, exhibiting at college fairs, car and air travel.

Expected Work Hours: Extended hours expected as needed; evening and weekend work required.

Physical Demands: Occasionally lift, carry, push, and pull objects that weigh up to 20 pounds; stand for extended periods during fairs and special events.

Travel: Yes, international travel required - passport required; valid driver's license and insurability required.

Other Duties: This job description is not designed to cover or contain a comprehensive listing of activities, duties or responsibilities that are required of the employee. Other duties, responsibilities and activities may change or be assigned at any time with or without notice.

How to Apply: If applying for a faculty or staff position, please submit a Sweet Briar College employment application, cover letter, résumé and three professional references to senioradmissions@sbc.edu.