



Multicultural Admissions & College Transition Counselor

Date Updated	08/10/2023	CBU	UMPSA
Position No.	00019863	Job Family	19 - Student Life Services
Department	Admissions/Enrollment	FLSA	Exempt
Campus	UMS02	Wage Grade	01

I. Position Summary:

The Multicultural Admissions & College Transition Counselor will, in collaboration with the admissions team, will help identify and implement recruitment initiatives focused specifically on students from racially and ethnically diverse backgrounds. In addition to targeted territory management and recruitment travel, they will develop pathway events to enhance the experience of the target audience to increase yield. Working closely with campus colleagues, they will develop specialized transition and advising programs that will build community and positively impact retention.

The Multicultural Admissions & College Transition Counselor will act as a liaison to all outreach organizations for underserved populations, CBOs, and serve as the college's NECBAC representative.

II. Duties/Responsibilities:

Essential Duties

- Collaborates with the admissions team and others across the campus community to develop and implement recruitment initiatives focused on racially and ethnically diverse students from Maine, New England, and beyond.
- Counsels and advises prospective students and families navigating the admissions process, providing information on application requirements, financial aid options, and scholarship opportunities.
- Develops and executes effective campus and community programs that build community, belonging, and acceptance.
- Initiates and maintains relationships with diverse communities, organizations, and schools to enhance our outreach efforts and ensure that students from various backgrounds are aware of our institution.

- Advocates for the needs of multicultural students within the institution and collaborates with faculty and staff to ensure a welcoming and inclusive environment.
- Collaborates with other UMF departments to develop and implement onboarding programs and strategies that will model inclusivity, support, and success and assure these opportunities address institutional diversity, equity, and engagement priorities.
- Participates in the design, development, and implementation of successful marketing and recruitment strategies and plans with the primary focus and emphasis in outreach to diverse student populations/prospective students who hold marginalized and oppressed identities and life experiences.
- Assists with conducting evaluations of applicants seeking admission to the University; interviews students during off-campus recruiting trips.
- Facilitates and participates in visitation programming, plan, schedule, and presents at off-campus receptions in targeted geographic areas.
- Schedules and meets with prospective students and families in high touch/personalized one-on-one and small function events in out-of-state regions.
- Visits high schools, 2-year colleges, community-based organizations, and other agencies to educate students and counselors about the University; meets with local alumni during off-campus recruiting trips to increase yield.
- Represents the University at organized off-campus recruiting events - such as college nights, national and regional college fairs, and mini days.
- Develops and maintains positive professional relationships, as appropriate to assist students, with regional and national school counseling staff, regional adult education staff, regional (UMS and New England), and national college/university personnel.
- Manages the assigned primary and secondary geographic recruitment territories and works closely with the admissions team to align goals and objectives.
- Serves in a rotation as Counselor of the Day (COD).
- Participates fully in the admission department staff meetings and retreats.
- Participates in travel.

Note: UMF reserves the right to change or assign additional duties as necessary.

III. Reporting Relationship:

This position reports to the Assistant Director of Admissions.

IV. Supervisory Responsibilities:

May supervise student employees regarding special projects.

V. Budgetary Responsibilities:

May have monitoring responsibilities based on specialized needs.

VI. Knowledge, Skills, and Qualifications:

Competencies

- **Cultural Competency** - Fundamental understanding of current issues and challenges facing individuals representing diverse backgrounds; demonstrated ability to support and advocate for students who hold marginalized identities and life experiences.
- **Communication** - Excellent written and oral communication, presentation, and interpersonal and organizational skills.
- **Relationships** - Ability to establish strong and effective professional relationships.
- **Planning and organizing** – Detailed oriented and proactive.
- **Knowledge and adaptability** - Understanding and sensitivity towards the needs of diverse populations. Experience in higher education administration and college and university admission; in depth understanding of the college admission process and the factors involved in making admission decisions.
- **Problem-solving and decision-making**
- **Technology Utilization**- Demonstrated ability to learn and use new technology; computer proficiency/knowledge; adept at learning and using software programs.
- **Team Building** – Demonstrated ability to work collaboratively.

Required Qualifications

- Bachelor's degree
- Knowledge of issues related to diversity, equity, and inclusion in education.
- Ability to travel extensively

Preferred Qualifications

- Master's Degree
- 1-2 years of work experience in higher education or other community organizations that support individuals from marginalized groups
- Bi-lingual or multi-lingual
- Participated in specialized DEI training
- Knowledge and experience in higher education administration and college/university admission which includes an in-depth understanding of the college admission process and the factors involved in making admission decisions.

VII. Working Conditions:

The individual in this position should be able to perform in the following working conditions with or without accommodation:

- Office setting with significant travel – within the state of Maine and New England.

- Frequently communicate with others in person, in writing, over the telephone, or through video conference.
- The position requires extended hours including evenings and weekends, during various time periods.
- Occasionally exerting up to 20 pounds of force, and/or 10 pounds frequently and/or negligible amount of force constantly to move objects.
- Occasionally move about the office or campus to complete tasks.
- Frequently travel to other locations.
- Consistently work in a moderate noise level environment and an indoor office setting with office equipment.
- Consistently use their fingers and hands for keyboarding and use of other office equipment.
- Required close visual acuity to perform required tasks.

VIII. Signatures:

The signatures indicate the employee and immediate supervisor have reviewed the job description.

Employee Signature/Date: _____

Employee Printed Name: _____

Immediate Supervisor Signature/Date: _____

Immediate Supervisor Printed Name: _____