



JOB DESCRIPTION TITLE: Graduate Assistant, Admissions and Outreach Coordinator

DEPARTMENT: Enrollment Services

Responsible to: Assistant Director of Admissions

Organizational Classification: Graduate Assistant

FLSA Classification: Non-exempt

The following statements are intended to describe the general nature and level of work being performed. They are not intended to be construed as an exhaustive list of all responsibilities, duties, and skills required of personnel so classified.

I) Summary of Responsibilities: The Admissions and Outreach Coordinator coordinates most of the activity related to admissions outreach and events, virtual and on-campus at Geneva and serves as the lead on Graduate Admissions Events, and the new graduate student visit program. This person must be of high energy and able ensure a welcoming and hospitable experience for all students and their families when they visit the on campus or virtually. This person will also serve to provide organization to the graduate admissions team and, as needed, general support to the Admissions staff.

II) Essential Responsibilities: (These essential responsibilities are those the individual must be able to perform unaided or with the assistance of reasonable accommodation.)

A. Virtual Events and Social Media

1. Schedule and coordinate virtual events via zoom and teams. This includes, but is not limited to creation of event, registration, promotion, confirmation (calls/emails), and event follow-up
2. Works closely with the Associate Vice President of Enrollment on Undergrad Virtual Events and works closely with the Assistant Director of Admissions and Graduate Program Directors on Graduate Events
3. Aids with admissions and marketing social media content and program series
4. Member of the virtual event planning committee, aid in putting together the virtual event calendar on Geneva website
5. Continues to improve and build upon the inter office communication/relationships for cross-over virtual events (Athletics, Alumni, Crossroads, etc.) working with other offices in a collective manor
6. Assist in planning potential live virtual events that may take place on or off-campus

B. Coordinating Graduate Student Campus Visits

1. Schedule and coordinate daily visits of prospective Grad students, scheduling all aspects of the visit, including a class visits, faculty/coach appointments, and campus tours; assist with the planning and managing of details related to recruiting events, such as Graduate open houses, Program Specific visits, Cokes and Connections, Fall and Spring Geneva Career Fairs, etc.
2. Provide appropriate communication to the visiting Graduate student, confirming and providing detail regarding the student's visit, including confirmation messages, directions to campus, parking information, etc.
3. Maintain clear communication with campus constituents (faculty, coaches, staff, etc.) and the campus regarding relevant aspects of the student's visit.
4. Liaise with and assist Admissions Counselors in the management of the student's visit, including scheduling meeting locations, times, and specific requests occurring prior to or during the campus visit.
5. Serve as the primary liaison to the Events Team (on campus), planning group events such as, open houses, academic themed events, etc.

C. Assist Campus Visit Coordinator



JOB DESCRIPTION TITLE: Graduate Assistant, Admissions and Outreach Coordinator

DEPARTMENT: Enrollment Services

1. Maintain the appearance and organization of your office area and assist with conference rooms to ensure a welcoming and hospitable environment.
2. Assist with greeting visitors to the Admissions Office, especially Graduate Program visitors, in a welcoming manner, assisting guests with questions, or problems, regarding their campus visit.

D. Supply Organization:

1. Maintain inventory of Graduate Admissions supplies and related materials.
2. Maintain all Graduate Admissions welcome signage used in the campus visit.

E. Travel/Logistics Coordination:

1. Help coordinate travel for Graduate Admissions staff to attend in-person and virtual events.

F. Other: Performs other duties as assigned.

III) Exhibits behavior that is consistent with and supportive of Geneva's mission, vision and core values:

A. Geneva Mission Statement: Geneva College is a Christ-centered academic community that provides a comprehensive education to equip students for faithful and fruitful service to God and neighbor.

B. Vision Statement: Geneva College will inspire students to integrate faith in Christ into all aspects of life in the real world, and to serve faithfully within their callings for Christ and Country.

C. Core Values:

- 1) Serve with grace
- 2) Pursue Godly wisdom
- 3) Foster academic strength
- 4) Engage culture faithfully
- 5) Inspire vibrant hospitality
- 6) Honor one another

IV) Job Requirements – Administrative:

A. General: Individuals must possess the knowledge, skills, and abilities listed or are able to explain and demonstrate that they can perform the essential responsibilities of the job, with or without reasonable accommodations to safely perform the essential responsibilities of the job.

B. Physical: Must be able to perform the following: talking, hearing, and seeing. Must have sufficient manual dexterity to be able to operate all office equipment including, but not limited to: computers, fax machines, copy machines, modems, and telephones.

C. Confidentiality: Individuals must recognize that management of data, including personal information, grades, budgets, programs and policies is necessary to the operation of the College. Such information must be kept private and confidential for the protection of the College and to obey Federal and/or State laws. Should there be doubt as to whether a certain matter is to be protected, it should be discussed with your supervisor before making a disclosure.

D. Mental: Must be able to reason, analyze, prioritize, conceptualize, make judgments, and solve problems.

V) Qualifications:

A. Minimum:

1. Must be enrolled in the Master of Arts in Higher Education program
2. Education/Certification: Bachelor's Degree



JOB DESCRIPTION TITLE: Graduate Assistant, Admissions and Outreach Coordinator

DEPARTMENT: Enrollment Services

3. Experience: 1-2 years of experience related to scheduling and coordinating, especially as it relates to the responsibilities as specified above. Exceptional hospitality skills. Strong written and verbal communication skills. Organized.
4. Skill/Abilities:
 - a) Articulate your personal relationship with Jesus Christ.
 - b) High level of professionalism and attention to detail.
 - c) Positive attitude and strong communication (written and oral) skills.
 - d) Able to communicate effectively using electronic forms of communication such as email, text, etc.
 - e) Maintain complete and accurate files and records on prospects.
 - f) Operate a PC, proficient in Microsoft Office products including Outlook.
 - g) Relate easily to high school students and their families.
 - h) Ability to hire, train, lead and mentor student staff
5. Christian Commitment: eligible candidates must be a thoughtful and articulate Christian and an active member of a Protestant evangelical Christian church. Preference will be given to candidates who support and have an articulate understanding of the Reformed faith. The individual must understand and support the College's "Foundational Concepts of Christian Education" by expressing an evangelical Christian profession of faith and demonstrate the ability to integrate a Christian perspective in their work.

B. Preferred:

1. Education/Certification: Bachelor's Degree
2. Experience: 3-4 Years; experience with event scheduling and planning, coordinating volunteers and staff.
3. Skill/Abilities:
 - a) Familiarity with Jenzabar CRM products, Slate technologies and/or other data management related software
 - b) Experienced in planning, organizing and managing virtual and in-person events

Christian Commitment: Eligible candidates must be a thoughtful and articulate Christian and an active member of a Protestant evangelical church. Preference will be given to candidates who support and have an articulate understanding of the Reformed faith. The individual must understand and support the College's "Foundational Concepts of Christian Education" by expressing an evangelical Christian profession of faith and demonstrate the ability to integrate a Christian perspective in their work.

EOE Statement: Geneva College does not discriminate in hiring or in terms and conditions of employment based on an individual's race, color, sex, age, disability or national origin. As a Christian college rooted in the evangelical and Reformed tradition and governed by the Reformed Presbyterian Church of North America, compliance with Geneva's Christian views is considered a bona fide occupational qualification under Sections 702 & 703 of Title VII of the 1964 Civil Rights Act as amended and will have a direct impact on employment consideration.



JOB DESCRIPTION TITLE: Graduate Assistant, Admissions and Outreach Coordinator
DEPARTMENT: Enrollment Services

Employee Signature

Date

Supervisor Signature

Date

Human Resources

Date