



OFFICE of GRADUATE & ONLINE ADMISSIONS

JOB DESCRIPTION TITLE: Graduate Assistant, Enrollment Coordinator

DEPARTMENT: Enrollment & Marketing – Enrollment Services

Responsible to: Director of Graduate & Online 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 Graduate Assistant, Enrollment Coordinator assists with the recruitment of traditional undergraduate, transfer, adult degree completion, and graduate students, while coordinating activities related to Geneva admissions outreach and events, both virtual and on-campus. This person must be of high energy and able to ensure a welcoming and hospitable experience for all students when they visit on campus or virtually. This person will rotate assignments across traditional undergraduate, transfer, adult degree completion, and graduate recruiting with the goal of pursuing a career in admissions or enrollment. This position reports to the Director of Graduate and Online Admissions.

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

A. Student Recruitment

1. Assist assigned Enrollment Counselors with recruiting of select programs or territories
2. Utilize CRM system to contact inquiries and monitor comm flow between the college and prospective students
3. Maintain clear communication with campus constituents (faculty, coaches, staff, etc.) regarding contacts with prospective students
4. Provide research support for Admissions projects

B. Outreach and Events

1. Collaborate with Enrollment staff to coordinate events, including but not limited to:
 - (1) Open Houses
 - (2) Connections Days
 - (3) On-campus opportunities – i.e. student engagement opportunities, career fairs
 - (4) Virtual sessions
2. Assist with marketing and communications flow audits
3. Build and maintain inter-office communication and relationships for crossover events with other campus offices (Athletics, Alumni, Calling & Career, Crossroads, etc.)
4. Potential for travel to off-campus events

C. Administrative

1. Maintain inventory of Admissions supplies and related materials
2. Assist Public Events team with maintenance and coverage during admissions-related events
3. 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.



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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 accepted into and/or enrolled in Geneva's Master of Arts in Higher Education program or the MBA (Marketing concentration) program
2. Education/Certification: Bachelor's Degree
3. Experience: 1-2 years of experience related to admissions recruiting, event planning, or marketing, 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 college students and professionals seeking career development opportunities.
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



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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 admissions recruiting, event planning, or marketing
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

Compensation Details: The Graduate Assistant position is a 10-month assignment with the opportunity to renew for a second academic year and includes a tuition discount and stipend. Graduate assistants must maintain at least 6 hours of graduate-level credit per semester to be eligible.

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.

Application Process: Interested applicants should send PDF packet of a cover letter, resume, statement of faith, and names with contact information for three references to Judy Willson, Director of Graduate and Online Admissions via email (judy.willson@geneva.edu) or submit their application packet electronically through the Graduate Assistantship application portal (https://apply.geneva.edu/portal/grad_assistantships).

Applicants must start an application for their master’s program before applying for a graduate assistant position or be currently enrolled in the Master of Arts in Higher Education or MBA degree programs. Go to Geneva.edu (https://apply.geneva.edu/portal/applynow/grad_apply) to begin a master’s degree application.