



## **Online Enrollment Counselor**

Kentucky Wesleyan College, a private, liberal arts college with a long-standing reputation for quality and academic excellence, is actively seeking applications for a full-time Online Enrollment Counselor in the Office of Admissions and Financial Aid.

### **Major Responsibilities**

- Implementing a comprehensive recruitment plan for the online program. Activities may include but are not limited to career fairs, community college visitation, and extensive personalized communication (telephone, email, text, and social media).
- Providing potential students with information about Kentucky Wesleyan in a broad, all-inclusive manner, including areas such as online major programs, transferability and applicability of credit from other institutions, financial aid opportunities and awards.
- Advising online undergraduate students in regard to initial course scheduling, degree requirements, college policies and procedures.
- Exploring and investigating new online academic programs and niche markets to increase online student enrollment.
- Managing various digital and print marketing strategies in conjunction with supervisor and campus partners.
- Coordinating with various departments to improve administrative coordination for online initiatives.
- Utilizing the College CRM system to assist with the student enrollment process and to monitor progress on goals and objectives.

### **Qualifications**

- Bachelor's degree.
- An appreciation of and commitment to the value of a liberal arts education.
- Excellent oral and written communication skills to interact remotely with students.
- Significant technical and computer skills (MS Office and social media).
- Ability to work independently as well as collaboratively.
- Organizational and management ability, high energy, and creative initiative.
- Ability to think critically and solve complex problems.
- Valid driver's license and insurability under Kentucky Wesleyan insurance.

### **Employee Benefits**

This full-time position has access to a full range of employee benefits, including health, dental, vision, and life insurance; retirement plans; tuition plans; and a generous benefit time program.

Due to the college's not-for-profit status, employees of Kentucky Wesleyan may be able to receive loan forgiveness under the Public Service Loan Forgiveness Program of the US Department of Education.

### **Application Process**

Please send a cover letter, resume, and the contact information for three professional references to Cindy Sublett in Human Resources at [csublett@kwc.edu](mailto:csublett@kwc.edu). Applicants will receive an email confirming receipt of materials. Kentucky Wesleyan College is an equal opportunity employer.

Review of application materials will begin immediately and will continue until the position is filled. An official transcript for the highest degree awarded will be required of the successful candidate, as will a background check. The College will not sponsor applicants for work visas.

### **Additional Information**

#### *About Kentucky Wesleyan College*

Kentucky Wesleyan College is a private, four-year liberal arts institution located in the vibrant city of Owensboro. A United Methodist-related college founded in 1858, Wesleyan is known for excellence in academics and a superior residential experience. Kentucky Wesleyan earned a #8 ranking in 2017 from U.S. News & World Report as a Best Regional College in the South, along with a #3 ranking in the South in the category of "Great Schools, Great Prices," which measures academic quality compared to cost of attendance.

Kentucky Wesleyan students can choose from 29 majors and 13 pre-professional programs. Classes have a 12-to-1 student-faculty ratio, and 88 percent of the faculty have a Ph.D. or terminal degree. The College is accredited by the Southern Association of Colleges and Schools Commission on Colleges to award baccalaureate degrees.

The College employs approximately 200 faculty and staff who work together on a single campus. Kentucky Wesleyan provides a challenging and supportive academic experience for students as well as a positive and stimulating work environment for employees. A hallmark of the Kentucky Wesleyan experience includes "The Wesleyan Way," beliefs which guide the entire college community:

- We do everything with honor.
- We always support each other.
- We will compete with integrity.
- We love each other in Christ.

The Kentucky Wesleyan Panthers compete in NCAA Division II and are members of the Great Midwest Athletic Conference. Athletic teams include baseball, basketball, cross country, football, golf, soccer, softball, tennis, track and field, volleyball, and wrestling.

#### *About Owensboro, KY*

Kentucky Wesleyan College is located in the hospitable city of Owensboro, Kentucky, a vibrant, beautiful, and safe city nestled on the banks of the Ohio River. Owensboro is small enough to

promote a hometown atmosphere yet large enough to support many amenities usually only available in much larger cities. Daviess County is home to 110,000 residents and is easily accessible from metropolitan locations such as Louisville, KY; Nashville, TN; and St. Louis, MO.

Owensboro's revitalized downtown area features a state-of-the-art convention center, several new hotels and a range of entertainment options with unique restaurants and shops. Twenty-five parks, totaling 953 acres, encircle the city, which hosts over 20 annual festivals – attracting visitors from throughout the region.

### *Suggested Websites*

Additional information about Kentucky Wesleyan College, the Panthers, and the Owensboro community may be found at:

- <https://www.kwc.edu/>
- <http://www.kwcpantthers.com/>
- <http://www.owensboro.org/>
- <http://edc.owensboro.com>
- <http://www.owensboromls.com/>