



FLORIDA COLLEGE

Job Description – Admissions Counselor

Florida College is seeking applicants for the position of Admissions Counselor. This position serves in the Admissions Office and is responsible for the recruitment of new students.

Responsibilities

- Build and maintain relationships with prospective students and families throughout the enrollment process.
- Conduct outreach through phone calls, email, text messaging, virtual meetings, and in-person appointments to guide students toward enrollment.
- Assists with recruitment events
- Coordinate with campus offices such as Academic Advising, Registrar, and Financial Aid to support new student recruitment.
- Conduct individual and group campus tours.
- Manage an assigned recruitment territory and travel to territory events to see prospects
- Create and maintain communication flows in Slate (CRM)
- Serve as a Camp Friend Team group leader if required
- Speak publicly when required
- Other duties as required

Minimum Qualifications (Required)

- Bachelor's degree
- Highly organized with excellent time management and multitasking abilities.
- Strong written and verbal communication skills.
- Proficient in Microsoft Office Suite (Word, Excel, PowerPoint).
- Ability to work independently and manage multiple tasks simultaneously in a fast-paced environment, acting as a decision maker when necessary.
- Valid driver's license and ability to travel as required.
- Ability to work evenings and weekends during recruitment events and peak enrollment periods.

Knowledge, Skills, & Abilities

- Excellent grasp of technology and its place in the recruitment process
- Excellent leadership skills
- Excellent team building skills

Interested applicants should submit a cover letter and Resume to Wes Mallory–Human Resources malloryw@floridacollege.edu. **Priority consideration will be given to applicants whose materials are received by September 15, 2026.**

If you have any questions, please contact Wes Mallory.



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Florida College is committed to maintaining a safe and secure campus environment and protecting the financial and physical assets of the institution. Therefore, Florida College conducts background checks on all finalists for employment.

Florida College is an Equal Opportunity Employer and does not engage in prohibited discrimination in employment based on race, color, religion, national or ethnic origin, age, sex, disability, or prior military service. Florida College complies with applicable federal and state nondiscrimination laws.