



**POSITION ANNOUNCEMENT**  
**Office of Admission**  
**New Braunfels, Texas**

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Howard Payne University does not discriminate based on race, color, national origin, gender (except where gender is a bona fide occupational qualification), age, veteran status, disability or genetic information. Background investigations will be conducted. The University is a "Drug Free Workplace." Applicants and employees may be required to take a drug and alcohol test at any time.

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**JOB TITLE:** Admission Counselor, New Braunfels Center  
**DEPARTMENT:** Office of Admission and New Braunfels Center  
**REPORTS TO:** Assistant Vice President for the New Braunfels Center and the Associate Vice President of Enrollment Management  
**FLSA STATUS:** Full-Time Non-Exempt Staff with full benefits including applicable tuition waivers  
**PREPARED BY:** Whitney Hooper, AVP for the New Braunfels Center and Ben Martin, Associate VP for Enrollment Management  
**DATE PREPARED:** June 5, 2020  
**APPROVED BY:** Bill Fishback, Associate Vice President for Business and Human Resources  
**APPROVED DATE:** June 8, 2020

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**Expectation and Condition of Employment** - Howard Payne University, a church-related institution affiliated with the Baptist General Convention of Texas, seeks to employ evangelical Christians who are dedicated to teaching and service as they model the principles of the Christian faith and the University's sincere religious beliefs.

Howard Payne University (hereafter, University) is committed to the integration of learning and Christian faith in the pursuit of truth. Employees are expected to embrace the Christian Mission Statement and Core Values of the University and must support the University's affirmation of traditional Christian and Baptist beliefs by leading lives of service through active involvement in Christian activities both on campus and through a local church.

**Mission Statement** - Howard Payne University is a Christ-centered academic community dedicated to excellence by developing and equipping the whole person for intellectual inquiry, personal and professional integrity, and service to God and humanity.

**Core Values of Howard Payne University** - Seeking to engage the life of the mind and the life of the Spirit, Howard Payne University affirms that:

- God is the loving creator of all things and the author of all truth;
- Because God is the author of all truth, open inquiry is an act of intellect and of faith and is to be wholly embraced;
- Because open inquiry is an act of intellect and of faith, such efforts must proceed from rigorous academic standards and genuine commitment to Jesus Christ as Savior and Lord;
- For open inquiry to contain rigorous academic standards and genuine Christian commitment, there must be at all times a supportive learning environment that affirms human dignity for all as created in the image of God; and
- Committing oneself to the teachings of Jesus will result in Christ-centered, God-honoring and humanity-serving life choices characterized by honesty, integrity, healthy lifestyles and personal responsibility.

Applicants offered contingent employment based on the University obtaining a clean background check agree the contingent offer of employment may be revoked based on the information obtained in the background check.

**Job Summary:** The Admission Counselor for the New Braunfels Center is a vital member of the Enrollment Management team and is responsible for assisting prospective undergraduate and graduate students through the complete admission process, from the point of initial contact to enrolled student status. The Admission Counselor is responsible for implementing the enrollment strategies of the University and for achieving individual enrollment goals. Related Admission Office and New Braunfels Center responsibilities will also be assigned, relative to experience.

**Minimum Requirements:** Bachelor's degree from an accredited University or at least three years of directly related experience, or an equivalent combination of education and experience is required. Must be at least 21 years old and maintain a valid Texas driver's license to drive any vehicle on behalf of the University. Must have a good working knowledge of Internet software, the Microsoft Suite, web-based platforms and customer relation management (CRM) software. Additionally, possesses a willingness to learn Admission processing systems quickly. Must be able to travel and be away from home approximately 10% of the year. A typical travel schedule finds the Admission Counselor for the New Braunfels Center on the road about three weeks in the fall semester, a week in the spring, and about a week in the summer, in addition to day/evening travel for local fairs, events, etc.

**Application Procedure:** To be considered for this position, please submit the following:

- a letter of application addressing in detail how you meet the position requirements,
- a resume',
- unofficial transcripts, and
- a completed HPU Employment Application (available at: [www.hputx.edu/jobs](http://www.hputx.edu/jobs)) to:

Bill Fishback  
Associate VP for Business and Human Resources  
Howard Payne University  
1000 Fisk Avenue, Suite 210  
Brownwood, TX 76801  
E-mail: [hr@hputx.edu](mailto:hr@hputx.edu)

**Application Deadline:** Until the position is filled



## JOB DESCRIPTION

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**DEPARTMENT:** Office of Admission and New Braunfels Center  
**SUPERVISOR:** Assistant Vice President for the New Braunfels Center and Associate Vice President of Enrollment Management  
**CLASSIFICATION:** Non-Exempt, Full-time Staff  
**PREPARED BY:** Whitney Hooper, AVP for the New Braunfels Center and Ben Martin, Associate VP for Enrollment Management  
**DATE PREPARED:** June 5, 2020  
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- Committing oneself to the teachings of Jesus will result in Christ-centered, God-honoring and humanity-serving life choices characterized by honesty, integrity, healthy lifestyles and personal responsibility.

As a condition of employment, employees agree to be paid by Direct Deposit.

Your signature on this job description indicates your understanding and affirmation of all of the statements above.

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**Essential Duties and Responsibilities:**

1. Assist in the development and implementation of recruitment strategies to effectively target prospective undergraduate, graduate and dual credit students and shape the entering class.
2. Responsible for implementing institutional enrollment strategies in off-campus and on-campus settings.
3. Read and evaluate admission data including, but not limited to, applications for admission, standardized testing results, secondary school and college transcripts, student-written essays and letters of reference.
4. Coordinate and facilitate communication to prospective students in assigned regions in standard mail and electronic formats. Extensive phone work is required.
5. Work proactively with the Office of Financial Aid to coordinate the delivery of financial aid packages to prospective students, including notifying members of the Financial Aid staff of local scholarships awarded to prospective students.
6. Must be able to travel and be away from home approximately 10% of the year. A typical travel schedule finds the Admission Counselor for the New Braunfels Center on the road about three weeks in the fall semester, a week in the spring, and about a week in the summer; in addition to day/evening travel for local fairs, events, etc.  
**Note:** The Admission Counselor at the New Braunfels Center will spend core travel time focused on the Center's market area and prospective student profile.
7. Represent the University to prospective students, parents, community groups, high school counselors, church administrators, and University alumni by:
  - a. Providing group information sessions for students and their families
  - b. Conducting personal interviews with prospective students
  - c. Visiting high schools to talk with students and counselors
  - d. Visiting churches to talk with students and ministers
  - e. Representing the University at college days and nights, school panel programs and National College Fairs
  - f. Visiting businesses to talk with employers and employees about both undergraduate and graduate opportunities
  - g. Representing the University in the community through business, church, and community events as it relates to prospecting
8. Build relationships with all aforementioned individuals.
9. Develop and implement a personal plan for assigned territory travel:
  - a. Determine college fairs to attend
  - b. Determine individual secondary school visits
  - c. Identify key churches in primary region and schedule church visits to speak to members of youth groups, youth ministers and/or senior ministers of the church
  - d. Assist main campus admission counselors in region travel, as needed

- e. Request assistance/assign fellow admission counselors and alumni representatives to recruitment events
10. Develop and implement a personal communication plan involving all constituencies central to recruiting students to The University:
    - a. Evaluate and update personalized communications flow, including hand-written notes and e-mail to prospective students
    - b. Keep open and consistent communication with prospective students via phone calls, e-mails, and letters as noted above
    - c. Evaluate and regularly update admissions marketing and communication plan designed to promote the University, in conjunction with the New Braunfels Center team
    - d. Assist with social media strategy and posts as part of the overall communications flow
  11. Represent the University by attending conferences and events as assigned.
  12. Assist in interviewing prospective admission counseling staff members and student employees.
  13. Obtain a detailed, working knowledge of the University and its many facets. With ongoing updates to stay informed about what's happening to be able to speak knowledgably about programs and events taking place on campus – this includes the Brownwood campus as it relates to TACRAO and other travel.
  14. Provide a positive, professional demeanor with a servant attitude within the New Braunfels Center, Admission Office and the University; Use this same approach when representing the University to all prospective students and families or to any member of the public.
  15. Organize and prepare recruitment events for the extension center.
  16. Provide requested reports and tracking documents related to current admission progress and historical data for the extension center.
  17. Assist with scheduling students for advising and helping to coordinate transcript evaluations, degree audits, and recommended course sequences with the respective departments
  18. Coordinate with the Office of Financial Aid in processing financial aid materials for new students (i.e., FAFSA information, verification worksheets, etc.).
  19. Schedule the Accuplacer for new or dual credit students and assist with course exams and quizzes for students enrolled in online classes, including senior and master-level end of program assessments, as needed.
  20. Coordinate with the University's Brownwood campus dual credit representative to process early admission paperwork for dual credit students in a timely manner. Be familiar with the dual credit process and work with parents, students, and counselors to facilitate enrollment.
  21. Coordinate with the University's Brownwood campus graduate program(s) representative(s) to process graduate student paperwork and admission files. Be familiar with and able to speak knowledgably about the graduate program(s) processes and work with students to facilitate enrollment.

Coordinate with the Assistant Vice President for the New Braunfels Center in recruitment efforts and serve as a key member of the New Braunfels Center staff, attending all meetings, events, etc.

**Competencies:** To perform the job successfully, an individual should demonstrate the following competencies:

1. Modeling Christian Faith - Must be committed to modeling the Christian faith. Displays a proven record of modeling the Christian faith in business operations, customer service functions, and interactions with others and management roles as applicable. Is committed to continuing to model Christian faith in a manner consistent with the University's Mission Statement and Core Values.
2. Analytical - Synthesizes complex or diverse information, collects and researches data, uses intuition and experience to complement data, designs work flows and procedures.
3. Problem Solving - Identifies and resolves problems in a timely manner, gathers and analyzes information skillfully, develops alternative solutions, works well problem solving as part of a group, uses reason even when dealing with emotional topics.
4. Project Management - Develops effective project plans, coordinates projects, communicates changes and progress, completes projects on time and budget, and manages project team activities effectively.
5. Customer Service – Manages difficult or emotional situations effectively, solicits feedback to improve service, responds to requests for service and assistance promptly and effectively, meets the commitments they make to others.
6. Interpersonal Skills - Focuses on solving conflict without blaming others, consistently maintains confidentiality, listens to others without interrupting them, keeps their emotions under control, remains open to others' ideas and tries new things.
7. Oral Communication - Speaks clearly and persuasively in positive or negative situations, listens and gets clarification, responds well to questions, demonstrates effective group presentation skills, participates actively in meetings.
8. Written Communication - Writes clearly and informatively, edits their work for correct spelling and grammar, varies their writing style as needed, presents numerical data effectively, is able to read and interpret written information effectively.
9. Teamwork - Balances the needs of the team and individual responsibilities effectively, exhibits objectivity and openness to others' views, gives and welcomes feedback, contributes to building a positive team spirit, puts the success of the team above their own interests, is able to build morale and group commitments to goals and objectives, supports everyone's efforts to succeed.
10. Visionary Leadership - Displays passion and optimism, inspires respect and trust and motivates others to perform well, mobilizes others to fulfill the University's Mission Statement while embracing the University's Core Values, provides vision and inspiration to peers and subordinates, exhibits self-confidence and confidence in others, influences actions and opinions of others effectively, accepts feedback from others, gives appropriate recognition to others.
11. Managing Student Workers - Takes responsibility for student workers' activities; develops their skills and encourages growth.
12. Quality Management - Looks for ways to improve and promote quality, demonstrates accuracy and thoroughness.
13. Cost Consciousness - Works within their approved budget, develops and implements cost saving measures, conserves University resources.
14. Ethics - Treats everyone with respect, keeps commitments, inspires others to trust them, works with integrity and ethically upholds the University's Mission Statement and Core Values.

15. University Support - Follows policies and procedures consistently, completes administrative tasks correctly and on time, supports the University's Mission Statement and Core Values, benefits the University through external community and professional activities, supports affirmative action and respects diversity.
16. Strategic Thinking - Develops strategies to achieve the Institutional Priorities in the University's Strategic Plan, understands the University's strengths and weaknesses, analyzes the higher education market and competition effectively, identifies external threats and opportunities and adapts their strategy to changing conditions.
17. Judgment - Displays willingness to make decisions, exhibits sound and accurate judgment, supports and explains reasoning for decisions, includes appropriate people in the decision-making process, makes timely decisions.
18. Motivation - Sets and achieves challenging goals, demonstrates persistence and overcomes obstacles, measures themselves against a high standard of excellence, takes calculated risks to accomplish goals.
19. Planning/Organizing - Prioritizes and plans work activities effectively, uses time efficiently, plans for additional resources if necessary, sets goals and objectives, organizes and schedules other people and their tasks, develops realistic action plans.
20. Professionalism - Approaches others in a tactful manner, reacts well under pressure, treats others with respect and consideration regardless of their status or position, accepts personal responsibility for their own actions, and follows through with commitments.
21. Quality - Demonstrates accuracy and thoroughness, looks for ways to improve and promote quality, applies effective feedback to improve performance, and monitors their own work to ensure quality.
22. Quantity - Meets productivity standards, completes work in timely manner, strives to increase productivity, and works quickly.
23. Safety and Security - Observes University safety and security policies and procedures, determines appropriate actions beyond guidelines, reports potentially unsafe conditions, uses equipment and materials properly.
24. Adaptability - Adapts to changes in the work environment, manages competing demands for one's time, changes approach or method to fit the situation effectively, is able to deal with frequent change, delays, or unexpected events effectively.
25. Attendance/Punctuality - Is consistently at work and on time, ensures work responsibilities are covered when absent, arrives at meetings and appointments on time.
26. Dependability - Follows instructions, responds effectively to their supervisor's direction. Takes responsibility for their own actions and keeps commitments. Commits to long hours of work when necessary to reach goals. Completes tasks on time or notifies appropriate person with an alternate plan.
27. Initiative - Volunteers readily, undertakes self-development activities, seeks increased responsibilities, takes appropriate independent actions and calculated risks, looks for and takes advantage of opportunities to improve situations, asks for and offers help when needed.
28. Innovation - Displays original thinking and creativity, meets challenges with resourcefulness, generates suggestions for improving work, develops innovative approaches and ideas, and presents ideas and information in a manner that gets others' attention.

**Qualifications** - To perform this job successfully, an individual must be able to perform the Essential Duties and Responsibilities listed above satisfactorily. The requirements listed below are representative of the knowledge, skill, and/or ability required. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

1. Education and/or Experience – Bachelor's degree from an accredited University or at least three years of directly related experience, or an equivalent combination of education and experience is required.
2. Language Skills - Ability to read, analyze, and interpret complex documents. Ability to respond effectively to the most sensitive inquiries or complaints. Ability to write speeches and articles using original or innovative techniques or style. Ability to make effective and persuasive speeches and presentations. Being bilingual in Spanish and English is preferred.
3. Math Skills - Ability to calculate figures and amounts such as discounts, interest and percentages. Ability to apply concepts of basic algebra.
4. Reasoning Ability - Ability to define problems, collect data, establish facts, and draw valid conclusions.
5. Computer Skills - To perform this job successfully, an individual should have a solid working knowledge of the internet, web-based platforms and customer relation management (CRM) software and the Microsoft Suite. Additionally, possesses a willingness to learn Admission processing systems quickly.
6. License - Must be at least 21-years-old and maintain a current Texas driver's license to drive any vehicle, including personally owned vehicles, on behalf of the University.
7. Physical Demands – The physical demands described here are representative of those that must be met by an employee to successfully perform the Essential Duties and Responsibilities of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the Essential Duties and Responsibilities.

While performing the duties of this job, the employee is regularly required to talk or hear. The employee is frequently required to stand, walk, sit and use hands to type, handle, or feel. The employee is occasionally required to reach with hands and arms. The employee must regularly lift and /or move up to 10 pounds, frequently lift and/or move up to 25 pounds and occasionally lift and/or move up to 50 pounds. Specific vision abilities required by this job include close vision, distance vision, color vision, peripheral vision, depth perception and ability to adjust focus.

8. Work Environment - The work environment characteristics described here are representative of those an employee encounters while performing the Essential Duties and Responsibilities of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the Essential Duties and Responsibilities.

While performing the duties of this job, the employee is occasionally exposed to outside weather conditions. The employee is occasionally exposed to fumes or airborne particles and caustic cleaning or landscaping chemicals used on campus. The noise level in the work environment is usually moderate. The employee is required to travel some during the work week.

By my signature below, I confirm I have read, understand and can meet all of the expectations and physical requirements in this Job Description.

\_\_\_\_\_  
Signature

\_\_\_\_\_  
Date