

**Regional Admissions Counselor
Oklahoma Baptist University**

Direct Link: <https://www.AcademicKeys.com/r?job=264466>

Downloaded On: Oct. 28, 2025 10:06pm

Posted Oct. 27, 2025, set to expire Oct. 27, 2026

Job Title	Regional Admissions Counselor
Department	Enrollment Management
Institution	Oklahoma Baptist University Shawnee, Oklahoma
Date Posted	Oct. 27, 2025
Application Deadline	Open until filled
Position Start Date	Available immediately
Job Categories	Professional Staff
Academic Field(s)	Admissions/Student Records/Registrar Communications/Public Relations Graphic Design/Marketing
Job Website	https://www.okbu.edu/hr/job-forms/regional-admissions-counselor.pdf
Apply Online Here	https://www.okbu.edu/hr/jobs.html
Apply By Email	
Job Description	

OBU Mission Statement

OBU transforms lives by equipping students to pursue academic excellence, integrate faith with all areas of knowledge, engage a diverse world, and live worthy of the high calling of God in Christ.

Expectations for all Employees

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Oklahoma Baptist University achieves its mission through a shared commitment to the following expectations. All employees are expected to embrace these expectations and to model them in their behavior.

- Demonstrate commitment to the essentials of the Christian faith.
- Commit to the mission and vision of Oklahoma Baptist University.
- Treat people with dignity and respect.
- Build relationships on honesty, integrity, and trust.
- Strive for excellence through teamwork, leadership, and a strong work ethic.
- Manage human and financial resources wisely and efficiently.

Purpose:

The Regional Admissions Counselor plays a vital role in developing a strong applicant pool and helping the Admissions team achieve its enrollment objectives. This position is responsible for managing an assigned recruitment territory, traveling extensively to high schools, churches, and college fairs to engage with prospective students and their families. The Admissions Counselor will implement targeted recruitment strategies to maximize yield and meet enrollment goals. This is an entry-level role that requires strong relationship-building skills and a passion for Christian higher education.

Location Optional:

Oklahoma Baptist University (OBU) Admissions position based in a surrounding area near Dallas/Fort Worth, Texas with some remote work capabilities. Candidates who wish to reside in other locations such as Oklahoma City, Shawnee, or Tulsa will not be excluded from consideration.

The Regional Admissions Counselor for OBU serves as a recruiter for and is an integral team member for the Office of Admissions. A successful candidate will cultivate relationships with students, parents, heads of schools, counseling and registrar's offices, coaches, and student pastors in a particular region's schools. This position will also work to develop and implement a strategy to maximize the enrollment of students in an assigned region. Additional responsibilities for this candidate may include (but are not limited to) drafting written correspondence, emails and texts, phone communication, and social media communication for prospective students, families, and important influencers. A candidate must be willing to attend college fairs, recruitment events, church events, and make recommendations to her/his direct supervisor on events that should be attended to advance the recruitment of students.

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A successful candidate would work with prospective students through the funnel process and ultimately meet enrollment goals set forth by the university, the president, and the Director of Recruiting.

Essential Functions:

- Recruit students through scheduled visits to churches, secondary schools, college fairs, and yield activities; make formal presentations to groups of students and parents on campus and in the community.
- Manage assigned territory and/or population in terms of developing and implementing a strategy to maximize yield of enrolled students.
- Interview prospective students and their parents to explain admission requirements and answer questions about the University.
- Recruit students through scheduled visits to churches, secondary schools, college fairs, and yield activities; make formal presentations to groups of students and parents on campus and in the community.
- Manage assigned territory and/or population in terms of developing and implementing a strategy to maximize yield of enrolled students.
- Interview prospective students and their parents to explain admission requirements and answer questions about the University.
- Respond to written, telephone, and personal inquiries and requests for information; explain admission policies, procedures, requirements, University programs, and campus life; make referrals to other University offices as necessary.
- Make recommendations to the supervisor regarding recruiting plans and special programs to more effectively meet admission goals.
- Establish and nurture effective relationships with youth leaders, high school guidance offices, and individual counselors.
- Maintain high visibility of the university where it is already established and enhance its visibility where deemed necessary by distributing informational literature.
- Maintain contact with all accepted students from the day of application to the day of enrollment.
- Be willing to travel to Shawnee for campus events including but not limited to Bison Days, Admitted Students Day, Scholars' weekend, and more.

Other Duties:

- Regularly review recruitment activities; recommend improvements to enhance effectiveness of the recruitment program.
- Maintain the confidentiality of all department and University information.

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- Maintain files and compile admissions reports for supervisor.
- Perform other Perform other duties thank you as assigned.

Qualifications:

Required:

- Bachelor's degree required. No experience required. This is an entry-level position.
- Knowledge of principles of personal service and promoting services, including marketing strategy and tactics, demonstration techniques, and control systems of human behavior; individual differences in ability, personality, and interest.
- Skill in motivating people, talking to others to convey information effectively, identifying indicators of system performance and the actions needed to improve or correct performance, and the use of logic and reason to identify the strengths and weaknesses of alternative solutions, conclusions, or approaches.
- Ability to communicate information and ideas, orally and in writing; come up with unique or innovative ideas and creative ways to solve a problem.
- Must be a clear communicator with exceptional follow-up skills for closing communication loops
- Able to establish and maintain effective working relationships with others
- Able to handle stressful situations in a fast-paced environment
- Possess high standards of conduct, appearance, and attitude
- Possess strong analytical skills
- Knowledge of guest experience satisfaction
- Able to motivate and convey information effectively to internal parties
- Personal computer, including software
- Telephone
- Standard office equipment
- Must have sufficient mobility and physical stamina to walk about the campus to visit various offices.

Preferred:

- Degree in marketing, public relations, journalism, or related field.
- Experience in college admissions. Experience using Slate.

Special Requirements:

- Membership in an evangelical Christian church required; Southern Baptist church membership preferred.

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- *Evangelical is a broad term referring to segment within Christianity which maintains the authority of the Bible and the belief in salvation by faith in Jesus alone.
- Please apply using the link for “Administrative Applications” on the OBU website at:
<https://www.okbu.edu/hr/jobs.html>

OBU Benefits Summary:

OBU understands that our employees are our most valuable assets when fulfilling our mission. We strive to offer an extensive array of benefits and opportunities for employees to choose from. Full-time employees benefit from the generous OBU provision of premium contributions for nationwide family-friendly Health and Dental coverages along with free life insurance that includes accidental death and dismemberment equal to an employee's base salary. OBU provides access to optional employee-paid ancillary benefits like vision, hospitalization, critical illness, accident, additional employee-paid family life insurance coverages, and education benefits at OBU and other institutions of higher education. There is generous paid time off that includes annual granted vacation time, accrued sick leave, six annual holidays, and week-long breaks for Thanksgiving and Christmas that include energy conservation days. For all employees working at least half-time, there is an employer matching opportunity for retirement investments in a 403(b)(9) plan administered by GuideStone. There are numerous other perks and opportunities for OBU employees including a FREE family membership to the OBU Recreation and Wellness Center or RAWC, Global outreach university mission trips, cafeteria discounts, and parking privileges to name a few. For more information about the current OBU employee benefits and opportunities, please contact the Human Resources staff at HR@okbu.edu.

Contact Information

Please reference Academickeys in your cover letter when applying for or inquiring about this job announcement.

Contact HR@okbu.edu
Human Resources

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