



Position Title: Online Admissions Counselor

Reports to: Director of Distance Education Enrollment

Appointment: Full-time, Salaried, Non-Exempt

POSITION SUMMARY: The Online Admissions Counselor is responsible for the recruitment of all undergraduate online students by representing Toccoa Falls College with excellent, knowledgeable, and timely customer service. This position reports directly to the Director of Distance Education Enrollment and will work closely with the Vice President for Distance Education, Dean of Distance Education, and Online Advisor.

TASKS:

- Recruit the entirety of Online incoming classes.
- Review applicants for admission including GPA, testimony, and transcripts.
- Respond immediately to texts, calls, and emails during work hours.
- Clearly and adequately communicate the features and benefits of Toccoa Falls College to prospective students and other relevant parties.
- Supervise the assigned student worker(s) through monitoring phone calls, communicating goals, and providing training when needed.
- Collaborate with the Director of Distance Education Enrollment to improve processes.
- Work with the Financial Aid Office, Student Accounts Office, and online students to reconcile student balances.
- Meet with prospective students during campus visits.
- Travel to college fairs, events, high schools, churches and develop relationships with school officials.
- Coordinate with the Director of Distance Education Enrollment on marketing efforts.
- Meet performance goals as established by the Vice President of Distance Education and Director of Distance Education Enrollment.
- Perform any other duties and responsibilities as assigned by the leadership team of the Distance Education Department.
- Stay up to date on factors that impact Distance Education student enrollment and develop creative ideas to improve outreach, engagement, and growth.

SKILLS & ATTRIBUTES:

- Exemplify Christ in work and communication.
- Strong customer service skills with a coaching mentality to serve students interested in TFC's online programs.
- Ability to manage and prioritize multiple projects simultaneously and meet appropriate deadlines.
- Excellent written and verbal communication skills; interpersonal skills; problem-solving capability; decision-making ability.
- Ability to work independently and interactively as part of a team.
- Coachable attitude and willingness to learn and grow.

EXPERIENCE & EDUCATION:

A bachelor's degree is required and experience in marketing, communications, or college admissions is preferred.

APPLICATION PROCESS:

The TFC application as well as the list of other required application materials can be found at <http://www.tfc.edu/employment/>. Review of applications will begin immediately, and the position will remain open until filled. Any questions regarding this position can be directed to srowland24@tfc.edu.

Approved by: Andrew Thorne, Vice President of Distance Education

Last Revised: 4/7/2026