

UNIVERSITY *of* DALLAS

Job Number: 15978UD

Admission Counselor

Date Posted: November 7, 2025

WHO WE ARE

The University of Dallas is a premier Catholic liberal arts university that seeks to educate the whole person, encouraging its students to pursue wisdom, truth and virtue as the proper and primary ends of education. All employees are expected to support the university's [Mission](#), which is informed by the Apostolic Constitution [Ex corde Ecclesiae](#), the Catholic Church's governing document on Catholic universities. The University of Dallas is known for its nationally ranked Core Curriculum, exceptional post-graduation outcomes, and some of the happiest students in the country.

SUMMARY

UD is currently seeking an Admission Counselor to recruit qualified students for admission and enrollment to the University of Dallas within assigned territory. The Admission Counselor will travel to off-campus recruitment events, evaluate application files for admission decisions, meet with students in person, conduct on-campus admission presentations to groups of students/ parents, and contact students and parents via phone, email and mail. This position will communicate effectively on the value of a UD education, the technical nature of the financial aid process, the merits of specific majors and concentrations, and the traditions that help build UD's unique community.

PRIMARY RESPONSIBILITIES

- Nurture, build, and sustain ongoing professional relationships with prospective students and those who influence them to achieve assigned enrollment management objectives.
- Become familiar with the college admission process, including but not limited to sources of students, preferences of students, and sources of competition. Learn and use what works best for achievement of enrollment management objectives.
- Research the potential for travel and recruiting programs, develop a plan for off-campus activities to achieve enrollment management objectives most effectively, present this plan for the Director's approval, and then execute the approved plan within the approved budget.
- Cultivate alumni, parents, college counselors, and other constituencies to assist with the recruitment process.
- Monitor the inquiry, prospect, application, and deposit numbers to focus on attaining assigned objectives.
- Determine the best next source and means of institutional contact for prospects.

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- Re-qualify the inquiry pool, so that those inquiries most likely to enroll are the ones being contacted on a regular basis.
- Monitor the receipt of applications and determine the best next steps in the recruitment process for each applicant.
- Ensure that all inbound and outbound communication with prospects and applicants is recorded using office protocol.
- Evaluate applications for admission and make each admit/deny decision using discretionary professional judgment about the applicant's academic preparation, academic work ethic, and fit for the academic programs at the University of Dallas.
- Document activity and decisions about applications for admission in accordance with established standards.
- Communicate with prospective students about financial aid, financial resources, and how to pay for college.
- Other duties as assigned to ensure the efficient and effective operation of the Office of Undergraduate Admission.

MINIMUM REQUIREMENTS

- Bachelor's degree from an accredited university.

ADDITIONAL INFORMATION

- Supervise, train, mentor, and evaluate the work of one or more part-time marketing interns.
- The position requires travel within assigned territory for 10-12 weeks in a calendar year, and the ability to work evenings, partial weekends, and campus visit programs as needed for success.
- The work requires a valid Texas driver's license with a favorable driving record.

BENEFITS

UD provides competitive pay and benefits, including eligibility to participate in medical, dental, vision, life and disability insurance; employee events; a health and wellness program; a free fitness center; competitive leave programs; tuition waiver, tuition exchange for employees and their families; and matching retirement plan contributions.

If this sounds like the job for you, apply online at: <https://hr.udallas.edu/apply/>

The University of Dallas seeks to recruit, develop, and retain faculty, staff and administration of the highest caliber.

The University is an Equal Opportunity Employer and encourages applications from individuals who will enhance our community and advance our Mission.