

# OKLAHOMA BAPTIST UNIVERSITY

## POSITION DESCRIPTION

**Title:** Bilingual Admissions Counselor      **Department:** Enrollment Management

### **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**

Oklahoma Baptist University achieves its mission through a shared commitment to the following expectations. All employees must embrace these expectations and 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 Bilingual Admissions Counselor plays a vital role in developing a strong and diverse 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, with a special focus on serving multilingual communities. The Bilingual Admissions Counselor will implement targeted recruitment strategies to maximize yield and meet enrollment goals, particularly among Spanish-speaking populations. Additionally, this role collaborates with Student Life to support Spanish-speaking students throughout their educational journey and actively participates in institutional initiatives such as the pursuit to become a Hispanic Serving Institution (HSI). This role requires strong relationship-building skills, cultural competence, and a passion for Christian higher education.

### **Essential Functions:**

- Recruit students through scheduled visits to churches, secondary schools, college fairs, and yield activities; deliver formal presentations in both English and Spanish to groups of students and parents both on campus and in the community.
- Manage an assigned recruitment territory by developing and implementing a strategic plan to maximize enrollment, with particular attention to bilingual/multicultural communities.
- Travel extensively to represent the university, build relationships, and promote the university's mission.
- Interview prospective students and their families in both English and Spanish to explain admission requirements and answer questions about the university.
- Provide academic advising to prospective students regarding program selection, degree requirements, and academic pathways that align with their educational and career goals.
- Serve as a resource for international and multilingual students throughout the

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- admissions process, providing culturally responsive support and guidance.
- Translate recruitment materials and communications as needed to ensure accessibility for non-English speaking families.
  - Respond to written, telephone, and in-person inquiries regarding admission policies, procedures, academic programs, and campus life in both English and [second language]; make referrals to other university offices as necessary.
  - Maintain consistent communication with all accepted students from application to enrollment, with the ability to communicate with multilingual families in their preferred language.
  - Establish and nurture relationships with youth leaders, high school guidance offices, and individual counselors to create strong referral networks, including those serving diverse linguistic and cultural communities.
  - Maintain and distribute university informational materials, including bilingual resources, to enhance institutional visibility.
  - Support cross-cultural engagement initiatives and help develop culturally sensitive recruitment strategies.
  - Regularly assess recruitment activities and recommend improvements to enhance the effectiveness of outreach efforts, particularly for diverse student populations.
  - Maintain the confidentiality of all department and university information.
  - Maintain files and compile admissions reports for the supervisor.
  - Perform other duties as assigned.

### **Required Qualifications:**

- Bachelor's Degree
- Fluency in English and Spanish required, with the ability to communicate professionally in both languages (oral and written).
- Knowledge of personal service principles, including marketing strategies, human behavior, and motivation techniques.
- Ability to communicate information clearly and effectively across cultures, both orally and in writing.
- Strong intercultural competence and experience working with diverse populations.
- Strong interpersonal skills, with the ability to build relationships and motivate prospective students from various cultural backgrounds.
- Excellent follow-up and organizational skills to ensure effective communication with internal and external parties.
- Ability to work independently and as part of a team in a fast-paced environment.
- High standards of professionalism, conduct, and appearance.
- Strong analytical and problem-solving skills.
- Knowledge of guest experience satisfaction and best practices in student recruitment.
- Understanding of immigration processes and international student requirements preferred.
- Experience working with multicultural communities preferred
- International experience or study abroad experience a plus
- Must have sufficient mobility and physical stamina to walk across campus for office visits and campus tours.
- Proficiency in personal computers, software applications, and standard office equipment.
- Ability and willingness to travel extensively (50% or more) to high schools, churches, and recruitment events.

**OKLAHOMA BAPTIST UNIVERSITY**  
POSITION DESCRIPTION

**Preferred Requirements:**

- Degree in marketing, public relations, journalism, or a related field.

**Special Requirements:**

- Must be a member of a local evangelical\* Christian church.  
\*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](mailto:HR@okbu.edu).