

ADMISSIONS COORDINATOR

JOB DESCRIPTION

Qualifications: He or she is proficient in written and verbal communication, has excellent computer skills and time management skills, is self-directed, and has a high level of self-motivation and professionalism.

Objective:

This job description is designed to support enrollment at Paul Mitchell Schools through continued growth toward mastering and implementing the skills and systems to support the Admissions Leader in his or her role.

Admissions Coordinator — Essential Functions

- ① He or she assists in managing the Paul Mitchell School's website and networking sites.*
- ② He or she masters the tour script and continually refines the interview and tour experience.
- ③ He or she builds relationships with existing Future Professionals, graduates, team members, and service guests to encourage guest and lead referrals.
- ④ He or she masters and manages the school's CRM lead tracking system for all lead follow-up.
- ⑤ He or she maintains and manages The Strategy — Lead Follow-up System, including the school's CRM Nonnegotiable List.
- ⑥ He or she masters the Admissions Telephone Questionnaire for lead follow-up and enters the information gathered in the school's CRM.
- ⑦ He or she conducts an interview and tour experience with each prospective Future Professional for the acceptance process.
- ⑧ He or she assists in executing Paul Mitchell Schools high school recruiting program.
- ⑨ He or she assists in creating and maintaining a current lead-generating events calendar.
- ⑩ He or she assists in conducting professional development classes as outlined, including interview and résumé classes and mock interviews for Future Professionals.†
- ⑪ He or she assists in building salon relationships that will enable salon owners to hire the Future Professionals.†
- ⑫ He or she attends daily, weekly, and quarterly download meetings, Huddle, monthly Town Hall, and staff trainings.

**Work is performed in an indoor environment and requires frequent sitting, standing, bending, walking, repetitive motion, and vision to monitor. **

**He or she travels domestically for recruitment and professional development. **

**Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions. **

*These job responsibilities may be managed by the school's Marketing Leader.

†These job responsibilities may be managed by the school's career services leader.

ADMISSIONS COORDINATOR**JOB DESCRIPTION*****Admissions Coordinators possess and manage the following job skills:***

He or she is proficient in written and verbal communication, has excellent computer skills and time management skills, is self-directed, and has a high level of self-motivation and professionalism.

- ❶ Time management skills: Plans, schedules, and executes a daily schedule using the corresponding Paul Mitchell Schools' time management forms.
- ❷ Shows a mastery of computer skills.
- ❸ Uses professional vocabulary and communication skills.
- ❹ Follows Paul Mitchell Schools' professional guidelines for dress and appearance at all times.
- ❺ Has organizational skills and uses them to assist the enrollment process.
- ❻ Is a trusted advisor.
- ❼ Is a team player, follows directions, and is open to feedback.
- ❽ Is flexible, follows directions, and assists in all areas of enrollment as needed.
- ❾ Can learn and implement systems related to admissions at Paul Mitchell Schools.
- ❿ Can easily develop and grow professional relationships as a representative of Paul Mitchell Schools and culture.
- ⓫ Is a lifelong learner.
- ⓬ Attends Huddle, staff trainings, Town Hall, FUNraising events, Free Hugs/Community Love, Caper, Style Extravaganza, graduation, and celebrations to sustain the school culture.
- ⓭ May be asked to perform other tasks as needed that do not appear on the job description.

Enrollment Sales Systems***Admissions Coordinators successfully discover and/or easily implement the following:***

- ❶ Understands and can share the history of Paul Mitchell.
- ❷ Understands and knows the Paul Mitchell education product.
- ❸ Learns and shares the features and benefits of the education product.
- ❹ Learns and masters systems and techniques that generate leads.
- ❺ Learns and masters the Paul Mitchell Schools' interview and tour system.
- ❻ Masters the tour script and continually refines the interview and tour experience.
- ❼ Composes documents and e-mails that represent Paul Mitchell Schools' in a professional manner.
- ❽ Understands the system of and uses the branded Paul Mitchell Schools marketing materials.
- ❾ Creates and maintains prospective Future Professional information folders, packets, and thank-you cards.
- ❿ Assists the Admissions Leader in day-to-day systems and tasks.

ADMISSIONS COORDINATOR**JOB DESCRIPTION****Lead Management**

Admissions Coordinators successfully discover and/or easily implement the following:

- ❶ Attends daily, weekly, and quarterly download meetings using the Paul Mitchell Schools' download forms.
- ❷ Implements the Admissions Telephone Questionnaire for lead follow-up and enters the gathered information into the school's CRM.
- ❸ Schedules tours from the leads received.
- ❹ Manages telephone messages and promptly returns messages.
- ❺ Implements all scripts for lead follow-up.
- ❻ Maintains the prospective enrollment database to inspect the proper follow-up and that the needs of prospective Future Professionals are met.
- ❼ As a member of the admissions team, assists the admissions team in completing admissions tasks and facilitating admissions events.
- ❽ Understands and can assist in the follow-up strategy with prospective Future Professionals.

Recruiting and Attracting

Admissions Coordinators successfully discover and/or easily implement the following:

- ❶ Assists and develops relationships with high school counselors.
- ❷ Assists and executes the Paul Mitchell Schools high school recruiting program.
- ❸ Assists in data entry from recruiting events into the school's CRM.
- ❹ Assists, schedules, and is capable of successfully executing high school roundtables.
- ❺ Assists, schedules, and is capable of successfully executing career fairs^(†), open houses, and lunch jams where applicable.
- ❻ Assists with all needed tasks related to recruiting and attracting.

Placement[†]

Admissions Coordinators successfully discover and/or easily implement the following:

- ❶ Assists in maintaining the Placement Binder, as needed.
- ❷ Performs salon visits as needed and collects Where Are They Now? information and photos.
- ❸ Assists in maintaining satisfactory placement rates that meet federal and corporate standards.

[†]These job responsibilities may be managed by the school's career services leader.