



8201 Corporate Drive, Suite 190  
Lanover, MD 20785

## Job Description

# Admissions Counselor

Location: Lanover, MD  
Reports To: Director, Admissions  
Status: Full Time, Non-exempt, Salaried  
Hours: This position requires the flexibility to work evening and weekend hours

### **About 2tor**

2tor is changing the way great students and great universities think about online higher education. Founded by a unique team of education veterans, 2tor Inc. is a private company that partners with preeminent institutions of higher education to deliver rigorous, selective degree programs online. We supply universities with the tools, expertise, and global recruiting needed to compete in a space currently dominated by unexceptional programs. 2tor develops state-of-the-art technology platforms that enhance traditional offline curricula, while also providing key logistical components, including comprehensive student support services from enrollment through graduation.

### **Responsibilities**

Recruiting students for our programs requires a consultative, customer focused attitude, an ability to meet challenges head-on and a passion for changing lives through education.

Key responsibilities for this position include:

- Must conduct a high quantity of prospect phone contacts to web generated inquiries to secure weekly standard appointment
- Communicate approved sales presentations to promote programs to prospective students solely over the telephone
- Determine appropriateness of candidates for admission based on admission requirements and career goal compatibility
- E-mailing correspondence to prospective students to follow up with their intent to complete an application
- Conducting vigorous follow-up activity with prospective students to ensure they are able to successfully complete the admissions and enrollment process
- Closely assist and mentor students through the admissions process



### **Education and Professional Experience**

- Bachelor's degree strongly preferred
- 2-3 years inside sales experience, educational recruitment, admissions or consultative sales
- College degree in marketing, business, education or related area preferred or a minimum of 2 years direct sales experience in admissions, recruiting or other intangible sales
- Telephone appointment setting and keeping with proven ability to close a plus

### **General Attributes**

- Exceptional communication and interpersonal skills with the ability to establish rapport with customer base
- Ability to focus on specific quantifiable goals and deliver goals on a consistent basis
- Ability to prioritize and multi-task responsibilities at all times
- Strong closing and follow-up skills
- Ability to work with a diverse team in a fast-paced, entrepreneurial environment
- Enthusiasm and the ability to thrive in an atmosphere of constant change

### **How to Apply**

To apply for this position, please email your resume to [careers@2tor.com](mailto:careers@2tor.com) and be sure to indicate which location and semester you are applying for.

Note: The above statements are intended to describe the general nature and level of work performed by individuals assigned to this position. They are not intended to be construed as an exhaustive list of all responsibilities, duties, and skills required. All employees may be required to perform duties outside of their normal responsibilities from time-to-time, as needed.

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