Admissions Counselor

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Type: Full-Time
Salary: Salary: Salary commensurate with education and experience
Posted: 57 days ago
Category: Admissions and Enrollment

Department: Costello College of Business

Classification: Education Support Spec 2

Job Category: Classified Staff

Job Type: Full-Time

Work Schedule: Full-time (1.0 FTE, 40 hrs/wk)

Location: Fairfax, VA

Workplace Type: Hybrid Eligible

Sponsorship Eligibility: Not eligible for visa sponsorship

Pay Band: 03

Salary: Salary commensurate with education and experience

Criminal Background Check: Yes

Motor Vehicle Records Check: Yes

About the Department:

The Donald G. Costello College of Business at George Mason University is one of the largest business schools in Virginia, and is located near Washington, D.C., in Arlington and Fairfax, and at George Mason's global campus in Incheon, South Korea. The college's AACSB-accredited business and accounting curricula prepare undergraduate and graduate students from the U.S. and across the globe for career success in business and government. Its research-based faculty and focus on multi-disciplinary academic programs, inclusive entrepreneurship, modular education, experiential learning, and corporate partner engagement are transforming the landscape of business education and workforce development. Learn more at business.gmu.edu.

About the Position:

The Admissions Counselor enhances the recruiting efforts of the Costello College of Business's Graduate Programs to help achieve the Costello College of Business's and university's strategic goals. The Admissions Counselor plays a crucial role in recruiting, evaluating, and selecting high-quality students for the Costello College of Business graduate programs. The Admissions Counselor should be able to provide expertise on a portfolio of graduate programs, review admissions decisions, and optimize the utilization of university resources. This includes developing relationships with internal and external stakeholders, specifically those on college campuses. Collaboration with program faculty and staff is essential to guide recruitment efforts.

Responsibilities:

Candidate Counseling and Admission Review

- Proactively communicates and engages with prospective graduate students with the intention of helping and encouraging quality candidates to move to the next step of their applicant journey. This includes immersing prospective students in the brand and culture of George Mason University, the Costello College of Business, and their program of interest during the research and application process and
- Implements strategies to optimize yield between application stages.

Fiscal and Administrative Support

- Provides all purchasing and travel administrative support to the graduate admissions team and acts as back up for the Office Manager for the Costello College of Business graduate programs if required;
- Potential administrative and fiscal support could be used for, but not limited to, events, conferences, purchasing supplies, professional services, and managing the requests for proposal process;
- Stays up to date with university and state purchasing and travel policies to ensure compliance in all transactions, while also ensuring that the graduate admissions team adheres to all university and state guidelines for procurement, travel, and budget management;
- Uses and learns university and state systems and tools, including but not limited to eVA, P-Card, the Mason Finance Gateway, Chrome River, and Mason Leaps to complete purchasing and travel authorizations, payments, and reimbursements; and
- Collaborates with the Director of Graduate Enrollment to track and monitor budgets for efficient resource use.

Recruitment and Pipeline Development

Works with the Director of Enrollment to develop and execute a recruitment plan for college campuses throughout the mid-Atlantic. This includes travel to these campuses as a representative of the George Mason University Costello College of Business Graduate Programs.

Internal Knowledge and Relationship Development

- Maintains awareness of services, programs, and courses within the Costello College of Business and the university;
- Works with assigned programs to determine how to best leverage these offerings to drive new enrollment; and
- Builds high-quality, in-sync relationships with programs and university associates.

Travel and Event Implementation

With the Graduate Enrollment and Outreach Specialist, engages in planning and execution of recruitment programming for the Costello College of Business consisting of open houses, program specific information sessions, and a variety of other in-person and virtual recruitment events to accommodate potential prospective students.

Special Projects and Other Related Duties

Executes special projects and duties as assigned to support the department.

Required Qualifications:

- Bachelor's degree or the equivalent combination of education and experience;
- Demonstrated work experience in a related professional setting;
- Knowledge of effective delivery of a presentation, Gen Z cultural norms, and George Mason University's mission;
- Proficiency with Microsoft Office and well-written;
- Customer and service-oriented approach;
- Strong interpersonal skills;
- Ability to work respectfully and professionally with a diverse group of stakeholders;
- Ability to manage time and make good prioritization decisions; and
- Valid driver's license: must currently possess an appropriate, active, valid motor vehicle operator's license that meets all of GMU's requirements for operating state vehicles and equipment under Mason's Vehicle Use Policy 1411 https://universitypolicy.gmu.edu/policies/vehicle-use/. The Office of Risk Management reserves the right to review the driver's licenses and Motor Vehicle Reports (MVRs) of all candidates selected with employment contingent upon a favorable review.

Preferred Qualifications:

- Master's degree in related field;
- Demonstrated experience in higher education admissions, student recruitment, and/or enrollment management, or sales, retail, or service;
- Knowledge of higher education recruitment and admission best practices and Costello College of Business curriculum and missions;
- Proficiency in Salesforce CRM, data analytics, generative AI to optimize efficiency;
- Multi-lingual; and
- Ability to work independently, think critically to provide solutions to difficult problems, and create value.

Instructions to Applicants:

For full consideration, applicants must apply for ***Admissions Counselor*** at https://jobs.gmu.edu/. Complete and submit the online application to include three professional references with contact information, and provide **a cover letter and resume** for review.

Posting Open Date: November 4, 2025

For Full Consideration, Apply by: November 18, 2025

Open Until Filled: Yes

George Mason University is an equal opportunity employer encouraging diversity.

Related Searches:

Admissions and Enrollment

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