

### 1. Read the Job Description and Identify Key Points from the Description

Job Description	Key Points from Job Description
<b>Admissions Counselor</b> <i>Basic Function</i>	
Participate in the development and implementation of on- and off-campus recruitment activities.	Event planning
Develop recruitment materials. Counsel of prospective students and families	Publication design
Evaluate candidates for admission Manage, recruit and support an office based student volunteer program and their activities.	Supervision experience
<i>Essential Functions</i>	
Contact, meet, recruit and enroll prospective students to Davidson.	Excellent communication skills
Foster and maintain strong ties with secondary schools and college counselors.	Network with secondary school personnel
Represent the College to prospective students and their parents and the community-at-large with professionalism and enthusiasm.	Professional and enthusiastic
Read and evaluate application folders, evaluate academic and personal strengths, rate folders and make appropriate referrals toward meeting the College's enrollment goals.	Evaluate application strengths Achieve enrollment goals
Develop and implement recruiting activities both on- and off-campus, including interviewing and counseling prospective students and their parents, including traveling a region and sustaining close contact with high school counselors.	Organizational skills Manage successfully multiple priorities
Travel to secondary schools for private visits, college fairs and receptions to conduct meetings with students, high school counselors, and families.	Travel
Function as a member of a fast-paced, integrated team.	Team orientation
Required Qualifications Bachelor's degree; some experience in admissions or counseling, public relations or marketing. Must be mature, possess excellent communication and organizational skills and energetic ability to manage successfully multiple priorities; project management and student supervision serve as a plus.	Admissions, counseling or public relations experience

**2. Cover letters and resumes must prove that you have the qualifications and the interest in the position and organization to which you are applying.**

## Sarah Michelle Smith

PO Box 1234, Davidson, NC 28035  
(704) 123-4567, smsmith@davidsoncollege.edu

August 10, 2009

Mr. David Son, Jr.  
Director of Admissions  
Davidson College  
Davidson, NC 28035

Dear Mr. Son,

Please consider my application for the Davidson College Admissions Counselor position, which I saw advertised on the Davidson eCareers website. I have the organizational skills, communication abilities and teamwork experience to successfully contribute to the Admissions staff at my alma mater.

The Admissions staff works hard to represent Davidson to prospective students and their families in a positive and honest fashion. It is important to communicate the values of the College including its liberal arts mission, commitment to community service, and the importance of the honor code. The work is fast-paced and requires the ability to manage multiple priorities with great sensitivity to details.

As a recent graduate of Davidson College, who was involved in multiple aspects of D.C., I will be able to contribute in these critical areas. I currently work in the Admissions Office as a senior fellow. It is an honor and privilege to meet with prospective students and their parents, understand their interest in Davidson and help them to learn the information about Davidson that will help them make their college admission decisions. As a varsity athlete, serving on the executive board of my eating house and working with the annual fund have given me event planning experience, the ability to manage multiple details and to contribute to a team setting.

Enclosed you will find my resume further illustrating my qualifications for this position. I look forward to meeting with you to discuss how I might best contribute to the admission staff. I will talk to you next week to see when we might be able to set up a formal interview time.

Sincerely,

*Sarah Michelle Smith*

Sarah Michelle Smith

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**OBJECTIVE** Admissions counselor position requiring strong organizational and communication skills and demonstrated experience on a team

**EDUCATION** **Davidson College**, Davidson, NC.  
Bachelor of Arts in French, May 2008. GPA 3.3  
**Cambridge University, Wolfson College**, Summer 1993, Cambridge, England.  
Studied Mid-18<sup>th</sup> to Mid-19<sup>th</sup> English History with extensive individual travel.  
**Myers Park High School**, Charlotte, North Carolina, June 2004

**HONORS** **Omicron Delta Kappa**, Awarded for eminence in scholarship, leadership, athletics, social and religious activities, April 2008  
**Agnes Sentelle Brown Award**, Awarded for outstanding promise indicated by character, personality and academic ability. One of three major awards given at Convocation, 2008

**EXPERIENCE** **Senior Admissions Fellow**, Davidson College, Davidson, NC August 2007 to present  
Offer information and consultation sessions about the college, its qualities, and its admission standards. Maintain contact with prospective students and families, throughout the admissions cycle. Provide suggestions about the recruitment and selection of students.

**Athlete**, Swim Team, Davidson College, Davidson, NC Fall 2004-May 2008  
Practice 20 hours per week in addition to weekend meets. Lead, motivate, and mentor younger teammates. Plan, organize, and oversee team activities like captains' practices, and meetings. Manage \$1500 girls' team budget, including balancing and organizing account. Made the Top-10 All-Time list in 4 events; school-record holder.

**Service Chair**, Rusk House, Davidson College, Davidson, NC Jan 2006 to Jan 2007  
Oversaw committee of 10 to coordinate Red and Black Ball, attended by 200 people  
Raised \$2000 for AIDS awareness in the region through the ball. Arranged for facility and food logistics

**Caller**, Annual Fund, Davidson College, Davidson, NC August 2005-May 2006  
Solicited unrestricted gifts for the college annual fund. Updated records for the school, including current addresses, phone numbers, places of employment, and email addresses. Stayed in touch with alumni. Recorded gift amounts in database.

**Teaching Assistant**, Blythe Elementary, Huntersville, NC. August 2004 to May 2005  
Tutored, developed and executed lesson plans, observed classroom behavior. Performed extensive outside research on teaching reading comprehension. Coordinated with classroom teacher to evaluate student progress.