

University of Nebraska Central Administration
Job Description

General Information

Working Job Title: Online Program Recruitment Specialist (49252303)	Job Family: Advising and Student Services	Job Family Zone: Associate
Position Number:	Department Name: College of Allied Health Professions	SAP Organization Unit Number:
Employee's Name:	Date of Last Update: 3/21/18	Title of Supervisor: Director of Distance Education
SAP Personnel #:	Last Updated By:	Name of Supervisor: Janice Tompkins

Position Summary

As an Online Program Recruitment Specialist for the University of Nebraska, this position is responsible for outreach to prospective online students, including student recruitment, lead nurturing, student advising, and maintaining a working knowledge of campus offices and activities related to online education; monitor and analyze the impact of the program. This position will work with the customer relations management (CRM) tool and related teams to ensure timely and consistent communications appropriate for prospective online student populations, and reporting of key performance indicators. Support the coordination of lead nurturing efforts in partnership with NU Online, as well as collaborate with NU Online in recruitment marketing efforts.

Duties & Responsibilities

Indicate % of time spent and indicate with an "*" the duties & responsibilities that are essential functions of this job. Arrange this list of duties in order of importance.	% of Time	Essential Functions
<p><u>Prospective Student Outreach</u></p> <ul style="list-style-type: none"> • Proactive outreach to prospective online students through the CRM system, email, phone and other communication methods • Build relationships to support prospective students through the decision-making and application process, assisting prospective students in navigating the admissions process and meeting deadlines • Discuss educational and career plans consistent with the online student's goals, interests, and abilities • Connect institution and program value propositions to prospective students by sharing relevant insights and information into offerings such as academic programs, resources, program features, etc. • Provide exceptional customer service including timely response to emails and voice messages in accordance with guidelines 	50%	*
<p><u>Program & Admissions Knowledge</u></p> <ul style="list-style-type: none"> • Maintain understanding of online programs application requirements and processes and communicate these effectively and in a supportive manner to prospective students • Maintain in depth understanding of online programs at home campus, and general knowledge of online programs system-wide. • Provide accurate information about institutional policies, procedures, resources, and programs • Unofficial evaluation of student transcripts and maintain relevant student files 	25%	*
<p><u>CRM & Reporting:</u></p> <ul style="list-style-type: none"> • Collect and maintain accurate prospective student demographic data and program-related information of prospective students in customer relations management system 	20%	*

<ul style="list-style-type: none"> • Develop or assist in the development and/or optimization of lead nurturing email campaigns • Report or assist in the reporting of lead conversion to application and enrollment and other related data 		
Related Duties: <ul style="list-style-type: none"> • Perform related duties as requested 	5%	

Zone Definition Factors

Nature/Complexity of Work

This position requires an understanding of the distance education market, enrollment management principles, lead nurturing and exceptional customer service skills. It requires strong interpersonal, communication, and relationship-building skills. Key functions require ability to juggle multiple tasks while remaining composed and responsive to prospective students' needs.

Problem Solving/Decision-making

Decisions require interpretation and judgement based on precedent or standard operating procedures. Tasks are diversified and may require some creativity in dealing with unprecedented activities.

Strategic Impact

Position is necessary to help further admissions and enrollment business objectives. Without this position, the timely follow up and response to prospective online students would negatively impact application and enrollment conversion and other goals.

Know How

- Excellent interpersonal and customer service communication skills
- Strong oral/phone and written/email communication skills and attention to detail and accuracy are essential
- Ability to create positive working relationships with students, advisors, coordinators, staff and faculty; work collaboratively with affiliated university and campus units.
- Excellent listening and follow through skills
- Business analysis and problem-solving skills, self-starter
- Ability to work in a fast-paced environment
- Experience and proficiency with multi-line telephone systems and computer skills in Microsoft Office, and database systems (customer relations management);
- This position requires the ability to work independently with little supervision as well as in a team setting
- Technology savvy, internet research skills
- Must protect the confidentiality of student personal information and comply with Family Educational Rights and Privacy Act (FERPA)

Interactions

Daily contact with prospective students, external university constituents and the general public. Recurring contact with university staff and students. Must be able to communicate in a professional manner with the public, co-workers, students, faculty, staff, written as well as verbal.

Leadership (where applicable)

Support the coordination of lead nurturing efforts on campuses and in partnership with NU Online. Help foster positive relationships university-wide and with external constituents. Committed to personal and professional growth and development to support the expanding initiatives of the University.

Supervision

This position exercises limited, functional **Supervision** over backup, and/or student workers. **This position receives direct moderate Supervision* from the UNMC Director of Distance Education and work in strategic coordination with the Director of Marketing and Communication for NU Online.**

{*This is based on level of proficiency and years of service.}

Minimum Qualifications

LEVEL OF EDUCATION, YEARS & TYPE OF EXPERIENCE:

- Four-year degree, preferably with emphasis in communication, marketing, business, or related field; or equivalent.
- One year experience in college admissions or advising offices; knowledge of principles and practices in college student services preferred
- Knowledge of CRM system(s) preferred
- Excellent oral and written communication skills, ability to cultivate strong interpersonal customer and co-worker relationships and work effectively cross functionally
- Ability to read and interpret complex information, talk with customers and listen attentively
- Proficiency with computer software to include word processing, databases and spreadsheets necessary
- Strong organization and attention to detail and accuracy is essential
- Ability to work collaboratively and interact effectively with team members, clients and outside constituents

Ideal candidates will exhibit the following traits:

- Intellectually agile, problem solver and team player who seeks to contribute to the success of the organization
- A self-starter who is comfortable with attention to detail and able to work independently, along with having the judgment to seek supervision and/or input from others when necessary
- Demonstrated critical thinking and problem-solving skills
- Proven follow through on projects and timely execution of tasks in a fast-paced setting

Physical Requirements

1. **General Physical Requirements** Indicate the appropriate response for an eight hour day:

	Circle the appropriate number of hours									<i>Indicate intermittent or constant</i>	
	0	1	2	3	4	5	6	7	8	Intermittent	Constant
Sit										x	
Stand										x	
Walk										x	
Drive Motor Vehicle											
Explain											

2. **THIS POSITION REQUIRES:**

	Occasionally (less than 2 hrs daily)	Between 2 - 5 hrs daily	Over 5 hrs daily
Squatting			
Bending	X		
Kneeling	X		
Reaching			
➤ Overhead	X		
➤ Forward	X		
➤ Low	X		
Twisting			
Crawling			

Climbing	_____	_____	_____
➤ Ladder	_____	_____	_____
➤ Stairs	x	_____	_____
➤ Other	_____	_____	_____
Working from heights	_____	_____	_____

3. THIS POSITION REQUIRES EMPLOYEE TO:

Indicate letter in appropriate Space:	LIFT=L	CARRY=C	PUSH=P	PULL-PL
	Less than 2 hrs daily	Up to 2 hrs daily	Between 2-5 hrs daily	Over 5 hrs daily
11 - 24 lbs	L,C,P,PL	_____	_____	_____
	_____	_____	_____	_____
	_____	_____	_____	_____
	_____	_____	_____	_____

* If the position requires the employee to handle over 50 lbs - please explain

4. POSITION REQUIRES USE OF HANDS OR SPECIAL TOOLS/EQUIPMENT FOR:

	RIGHT	LEFT	BOTH
Keyboarding	x	x	X – or both or one
Filing	x	x	X – or both or one
Other Explain:	Operation of a computer mouse or equivalent.		

5. THIS POSITION REQUIRES ATTENDANCE AT THE WORKPLACE

Job Family Zone Questionnaire

In Each Section, please select one answer that best describes your job:

Knowledge Skills and Abilities:

_____ Requires the ability to understand and apply basic job skills, knowledge of several work routines and the ability to apply such routines with minimal interpretation. May possess knowledge of other, related work activities within own functional area. May require the operation of routine equipment/tools. [1]

_____ Requires the ability to understand, interpret, apply and communicate information within a specialization and the ability to apply limited analysis in the completion of general functional procedures. May possess knowledge of work activities outside functional area. May require the operation of moderately complex equipment/tools. [2]

X_____ Requires the ability to utilize advanced information within a specialization. Within specialization, possesses the ability to assess/ analyze situations and make adjustments to achieve desired objectives. Possesses knowledge of work activities outside functional area. May require the operation of complex equipment/tools. [3A]

_____ Requires the ability to apply, integrate and communicate extensive theoretical information within a recognized professional field. Facilitates and/ or establishes the achievement of functional area objectives. Requires knowledge of all related functional areas. May require the operation of highly complex equipment/tools. [3B]

_____ Integrates extensive theories and techniques within related or diverse disciplines to achieve results and/ or establish overall strategic directions. Requires wide-ranging administrative and/or specialized knowledge. May require the operation of highly complex equipment/tools. [4]

Problem Solving/Decision-making:

_____ Decisions/problem resolutions are repetitive and simple and typically guided by standard operating policies and procedures/practices exist. Tasks are clear and specific to a single discipline. [1]

_____ Decisions/problem resolutions require gathering/reviewing information from several sources. Simple analysis of facts determines course of action to be taken within the limits of standard operating policies and procedures/practices. Tasks are varied and may cross several disciplines. [2A]

x_____ Decisions/problem resolutions require interpretation, discretion and judgment based on precedent or standard operating policies and procedures. Tasks are diversified and may require some creativity in dealing with unprecedented activities. [2B]

_____ Decisions/problem resolutions require synthesis/analysis in the use of theories and accepted principles. Programs/projects are governed by broad objectives, policies and/or theories. Requires the use of creativity in dealing with unprecedented activities. [3]

_____ Decisions/problem resolutions require analysis and evaluation of major issues and courses of action impacting the overall direction of the functional area(s). Applies broad concepts and experience in making important decisions. May develop recommendations influencing long-term policies related to major organizational plans. [4]

Interactions:

_____ Regular contact involves receiving and/or referring inquiries as well as giving or obtaining routine information relating to work being done. Requires the use of common business courtesy. [1]

Regular contact that involves giving or obtaining information as well as occasionally exchanging advice and opinions. Requires the use of common business courtesy, tact, discretion and some persuasion to maintain cooperative associations. [2]

_____ Regular contact that involves exchanging advice and opinions as well as occasionally conveying conceptual ideas of a critical and/or long-range nature. Requires the use of judgment, timing, and persuasion to gain cooperation in the face of differences of opinion or controversy. [3]

Regular contact with major Programs/Teams or individuals. Overriding job requirement involves conveying conceptual ideas regarding matters of critical and long-range nature. Significant requirement for diplomacy, timing, and persuasion to gain concurrence or cooperation on operational issues in the face of significant differences of opinion or controversy. [4]

Supervision Received:

_____ Supervised by procedures or by supervisor through periodic monitoring of progress and performance. May have latitude to determine sequence of own work tasks to meet clearly established schedules. [1]

_____ Supervision by procedures or by supervisor through periodic monitoring of progress and performance. Determines sequence of own work tasks to meet established objectives. [2A]

General direction by supervisor by checking on completed tasks. Establishes own work schedule to achieve program objectives. Makes recommendations to superior regarding efficient functioning of program. [2B]

_____ Responsible for conducting specialized assignments or developing programs under only general direction and guidance. [3]

_____ Extensive latitude to work independently in matters that have a broad effect on overall policies, programs and/or areas of specialization. [4]

Supervision Exercised:

_____ May provide incidental guidance to others. [1]

Provides functional supervision that is usually limited to assigning/reviewing work or may serve as work team leader. [2A]

_____ Serves as work team leader. Distributes, schedules, and monitors the progress or work tasks of the program or project. May be involved in the recommendation of personnel actions to manager. [2B]

_____ Supervises the work of a project or program that may include hiring, discipline, transfers, promotions, or salary changes within a functional area. May integrate work of two or more programs or one major function/or project. [3]

_____ Establishes performance standards for designated programs and/or areas of specialization. Directs staff to include hiring, discipline, transfers, promotions, and salary changes. [4]

Impact:

_____ Actions and decisions in this job are limited to the scope of the job, which primarily affect the immediate work group, but occasionally may extend beyond the immediate work group. Errors reflect unfavorably on the individual and may have an adverse impact on the functional area. [1]

_____ Actions and decisions in this job have an impact which affects the immediate work group and also extends

x Actions and decisions in this job have discernible impact to the short-term performance of the Program/Team and exerts some impact to its long-term success. Errors reflect unfavorably on the individual, the functional area, overall business operations and potentially other functional areas. [3A]

 Actions and decisions in this job have significant impact to the short-term performance of the Program/Team and exert an impact to its long-term success. The job exerts a considerable impact on decisions and final results typically affecting either an entire functional area or a major university activity; and may have unique accountability for financial and program or project objectives. Errors effect business operations, services and other individuals which may require special interventions to correct. [3B]

 Actions and decisions in this job exert broad and continuing impact on the future of one or more functional areas. The job exerts a major impact on decisions and final results affecting a major university activity; and/or has accountability for financial and program/project objectives and overall successes. Errors significantly interrupt business operations, services and potentially both internal and external constituents. [4]

Summary:	Zone Assignment=	
Authorization:	Name:	Date:
Human Resources		
Supervisor:		
Administrator:		