

The University of Texas at San Antonio

Job Description

Job Title: Online Enrollment Counselor I
Code: 14120
Salary Grade: 57
FLSA Status: Non-exempt
Department/Division: Academic Innovation
Reports To: Assistant Vice Provost of Academic Innovation, Director Online Marketing and Enrollment

Summary

- **Function:** Provide service to undergraduate online students by providing information on admissions requirements, enrollment processes, financial aid and scholarships, as well as program information.
- **Scope:** Our new team member will be responsible for determining a prospect's initial eligibility for UTSA online as well as walk them through the University's enrollment process (applications, transcripts and university onboarding procedures). Our ideal candidate will need resiliency to maintain a high energy level on a high number of inbound/outbound calls daily to and from prospective UTSA online students, interpersonal skills to connect with prospective students on calls, openness to feedback, ability to listen actively for long periods of time, confidence, adaptability and integrity to handle various phone calls. They will also be responsible for decision-making that requires initiative and judgment in responding to individual needs of students.

Duties

- **Typical:**
 1. Responsible for knowing UTSA's Enrollment Process and qualifying features.
 2. Responsible for counseling, problem-solving and providing excellent customer service and accurate information to prospective and current students regarding undergraduate admissions policies, registration, financial aid and scholarships via calls, texts, chats, and emails.
 3. Advise prospective students on the requirements and procedures for the admissions process primarily via telephone, emails, texting, and chat features

4. Navigating through and maintaining UTSA Customer Relationship Management (CRM) system and automated phone system (dialer)
 5. Updating student inquiry progression in UTSA's databases
 6. Maintain a pipeline of students, which will include following a prescribed call plan and prioritizing prospective student's needs
 7. Participate in weekly meetings with the Assistant Vice Provost of Academic Innovation, Director of Online Marketing and Enrollment to identify lead quality issues/tech issues/Coordinator issues etc.
 8. Participate in weekly coaching sessions to assess skills and functions of role
 9. Make recommendations to manager to improve efficiency and effectiveness
- Periodic:
 1. Provide assistance and troubleshooting support to new hires via shadowing
 2. Sit in on meetings with internal staff members and staff members from different departments across campus to provide feedback on online students and recommendations to streamline process
 3. Offer quantitative and qualitative feedback to supervisor on online students so that larger decisions to support our students can be made

Education

Required	Preferred
Bachelor's degree from an accredited institution.	Master's Degree from an accredited university
Additional experience, on a one to one basis, can substitute for the degree.	

Other Requirements

Required	Preferred
Demonstrated verbal and written communications skills.	Thorough knowledge of higher educational policies and procedures within the enrollment field.
Independent decision making and problem solving ability.	
Ability to manage multiple tasks on deadline.	
Demonstrated ability to maintain tact, diplomacy and discretion in all matters.	
Enthusiastic personality with an affinity for teamwork and collaboration.	

Flexible availability for a shift during the hours of operation, 7 AM - 7 PM, Monday through Friday	
Demonstrated interpersonal skills, with the ability to deal properly with confidential material.	
Criminal Background Check (CBC).	

Experience

Required	Preferred
One year of full-time equivalent experience in student advisory/counseling/service capacity, which may include financial aid, admissions, recruitment, registrar, student activities or other related student orientation program/office. Master's degree can substitute for one year of experience	Experience in a University setting.
	1+ experience working with online, non-traditional undergraduate students

Equipment

Required	Preferred
Standard Office Equipment	N/A

Working Conditions

Usual	Special
Regular office hours.	Occasional evening and weekend hours.

Supervision

Received	Given
General supervision from administrator; overall review based on efficiency and effectiveness.	May provide indirect supervision to assigned staff members

Accuracy

Proficiency in all phases of the duties performed.
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Security Sensitive

Specific job requirements or physical location of some positions allocated to this classification may render the position security sensitive, and thereby subject to the provisions of section 51.215 Texas Education Code.

Internal Control

Within the scope of position duties, responsible for seeing that FERPA regulations are followed and that the national outlined code of ethics, per NACAC are followed.