

The University of Texas at San Antonio

Job Description

Job Title: Manager, Online Enrollment & Advising

Code: 14215

Salary Grade: 62

FLSA Status: Exempt

Department/Division: Academic Innovation

Reports To: Asst. Vice Provost

Summary

- **Function:** The Manager for Online Recruitment and Advising provides support to the AVP and Director of Online Enrollment and Marketing in developing and executing recruitment plans, and providing leadership and supervision for the implementation of innovative and effective online recruitment and advising strategies as well as training, coaching, and reporting needs.
- **Scope:** The Manager provides leadership and enrollment policy guidance for UTSA Online degrees and programs to the Enrollment Counselor team, best advising practices for the Online Advising team, and leadership for the online coach/trainer. Maintains and oversees enrollment and advising operations and works in conjunction with university information technology and customer relationship management and reporting (CRM) staff to ensure functionality of all recruitment systems and workflows.

Duties

- **Typical:**
 1. Supervise and evaluate the Enrollment Counselors and Quality Assurance and Training staff.
 2. Hold weekly Leadership meeting with coaches with the following goals:
 - Track pipeline and call QA's to weekly goal
 - Address trends/issues on team/floor
 - Identify training opportunities
 - Identify areas of focus for weekly team meetings
 - Identify UA-related issues to relay to Director
 - Lay out goals/focus for agents so coaches are aware as they conduct QA's for week
 3. Engage in weekly 1-1s with coach/trainer to build relationships/culture/student awareness/enrollment counselor dynamic, and identify issues related to student experience.

4. Coordinate the resolution to any systematic issues with CRM and Dialer Technology.
5. Ensure accuracy and consistency in communication directed to prospective students through systems (CRM, Dialer, Banner, Salesforce, etc.) and email campaigns.
6. Monitor the progress of dialing technology in conjunction with Assistant Director of Communication and Data Management.
7. Coordinate updates to the dialer to ensure proper voicemails are delivered to prospective students and ensure that correct prospects are contacted.
8. Engage in weekly meetings with agents regarding dialer/lead quality and trends/updates.
9. Engage in weekly meetings with internal leadership team.
10. Coordinate implementation and upkeep of outbound dialing technology with Assistant Director of Communication and Data Management.
11. Serve as primary contact for other departments concerning student issues.
12. Conduct weekly internal calibration with coaches and QA team.
13. Responsible for compiling, delivering and documenting disciplinary items for all agents and respective direct reports.
14. Receive supervisory calls from agents if needed.
15. Approve scheduling requests.
16. Work with Online Coach/Trainer on weekly training items.
17. Work with UTSA staff/departments to schedule trainings.
18. Address questions from staff, and inquiries/requests concerning student issues.
19. Work with training, HR and coaches to ensure work readiness of new employees.
20. Create, amend and implement policies, as needed, either internally or at the request of clients.
21. Monitor registration and dial progress of individual representatives and collectively as a team.
22. Attend monthly meetings with Specialty Teams (Business Partnership, other ONL admission initiatives).
23. Ensure proper trending for starts and adjusting focuses, as necessary, to ensure unit meets University expectations.
24. Collaborate, decide, and deliver "Term Awards" with other leadership in UTSA Online.
25. Other duties as assigned.

Education

Required	Preferred
Bachelor's degree from an accredited institution.	Master's degree from an accredited institution.

Other Requirements

Required	Preferred
<ul style="list-style-type: none"> • Experience in coaching and/or training • Must be available to work flexible shifts, including evenings and weekends • Basic computer skills and knowledgeable in Microsoft Office 	

Suite (Excel, PowerPoint etc.) <ul style="list-style-type: none"> • Strong organizational and verbal communication skills 	
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Experience

Required	Preferred
At least four years of experience working with students in a higher education setting, preferably in a recruitment or advising related capacity, or related experience.	<ul style="list-style-type: none"> • 1+ years experience directly managing others • Previous call center experience in an in-bound and out-bound environment preferred, but not required • Ability to use a dialer • Experience in a higher education, online enrollment setting

Equipment

Required	Possible
Standard office equipment.	

Working Conditions

Usual	Special
Normal office environment.	Some evening and weekend hours may be required.

Supervision

Received	Given
General direction from Asst. Vice Provost.	Exercises direct supervision over assigned staff.

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 operations are effective and efficient, assets are safeguarded, reliable financial data is maintained, and applicable laws, regulations, policies, and procedures are complied with.
