

## Non-Classified/FEAP FORM

### DUTIES AND RESPONSIBILITIES

Reporting to the Recruitment Coordinator for Extended Learning, the Enrollment Counselor is primarily responsible for engaging qualified students for graduate and non-traditional undergraduate degree programs. The Enrollment Counselor is responsible for maximizing student enrollment and retention through the effective implementation of new student recruitment through admission, registration, and other relevant student service processes. The Enrollment Counselor will be responsible for cultivating relationships in a select region of West Virginia, including but not limited to, Wheeling, New Martinsville, and Parkersburg. The Enrollment Counselor will work modified hours including evenings and weekends as needed and travel is required for this position. The position will be located in Morgantown, WV.

#### **Duties and Responsibilities**

- Using Hobsons EMT Connect, manage the inquiry caseload for online and off-campus graduate student programs and undergraduate degree completion programs. Respond to inquiries from prospective students while guiding them through the admissions process. This includes maintaining open communication via phone, email, and traditional mail as needed.
- Manage communications for Hobsons Answer product. This includes updating the database, responding to student questions, and working with departments to provide most up-to-date information to prospective students.
- Presents and develops communications on topics of academics, the admission process, financial aid guidelines and career issues to potential students in group and individual settings. Must research and be highly knowledgeable about all aspects of admission and enrollment in WVU online and off-campus degree programs.
- Assist in the preparation of and participate in off-campus recruiting events. This position requires targeted travel in the fall and spring.
- Ability to work on a registration deadline, meet required enrollment goals and use a consultative sales approach to recruit students to the College's programs.
- Aggressively generate leads by developing corporate contacts with area businesses, schools, etc.
- Develop and update a database of teachers, administrators, and contact people with whom workshops and information sessions can be booked. Network with new contacts to help increase inquiry production.
- Collaborate with our growing alumni network to develop new student/professional networks, garner student referrals. Alumni are to be utilized at information sessions, outreaches, phoning etc.
- Maintain consistent contact and follow-up with students throughout the enrollment cycle.
- Under the direction of the Recruitment Coordinator and a member of the Enrollment Services team, develops recruiting strategies for WVU Online and/or specific programs or groups and works closely with academic departments, programs, and administrators.
- Coordinate site-based program logistics, including conducting site-visits, meeting with students, meeting with off-site program coordinators, scheduling classrooms, etc.;
- Establishes and maintains positive rapport with community organizations, local business and industry, public school systems and other entities for the purpose of promoting WVU Online and its students.
- Prepare, analyze and distribute reports on inquiry conversion rates and help to develop strategic plans for recruitment. This will include significant research and analysis necessary to provide fact-based recommendations related to recruitment and program delivery needs.

- May assist in the development and revision of informational materials directed toward student recruitment and retention.
- Assist with office duties, including data entry of contact cards and preparation of mailings.
- Performs other duties as assigned.

## QUALIFICATIONS

### Education/Knowledge

1. List the level and type of **minimum** education required to qualify for this position **not** for the incumbent.
  - Requires a master's degree in Marketing, Education, Business, or a related field.
2. What licenses or certification(s) (e.g. electrician's license) if any, are **required** for the position? Specifically state the reason for this licenser requirement (supervisor's preference, state or federal law, etc.).
  - Valid Driver's License. Travel is required to attend Extended Learning recruitment event, conduct off-site visits, meet with off-campus students, etc.
3. What specific skills are **required** in order to carry out the duties of the position?
  - Excellent verbal communication skills to clearly convey information in person and over the phone, experience with public speaking preferred.
  - Ability to pay close attention to detail in oral and written communication.
  - Proficiency with the use of technology in all phases of the enrollment process and skill in extrapolating and analyzing data to drive decision-making.
  - Excellent customer service to provide follow-up with new and prospective students is essential.
  - Commitment to continuous improvement and ability to adapt readily to resulting process changes.
  - Ability to demonstrate a commitment to student-centered services with the ability to relate effectively to students.
  - Demonstrated creative thinking at field-based problem solving.
  - Ability to meet deadlines and to meet quotas.
  - Attitude of a consummate team player and collaborator who is able to build strong working partnerships across the institution and with many external constituencies (i.e. secondary educators, advising staff, professional association members, etc.)
  - Ability to effectively locate and synthesize information from a variety of sources and summarize research in the form of presentations, reports, process recommendations, etc.
  - Proficiency at building unique relationships in community-based territory.
  - Ability to work within a team environment.
  - Ability to meet performance standards by focusing upon the customer.
  - Sound proficiency in Microsoft Office and data base usage.
  - Demonstrated organizational skills in planning, data collection and retrieval, keeping appointments, and record keeping (calendars, travel logs, etc.).
  - Able to work with people from a variety of socio-economic and cultural backgrounds.
  - Must have self-motivation; creativity; positive, energetic attitude; and the flexibility to work both independently and as part of a team.
  - Demonstrated ability to work effectively in a high-intensity fast-paced, customer-service focused environment.
  - Ability to travel on short notice. Overnight travel required.

### Experience

In addition to the knowledge/education, please describe the type and **least** amount of **prior directly related** work experience typically required, if any, for a person coming into this position. Experience listed here is considered as concurrent not cumulative.

<u>Type of Experience Needed</u>	<u>Amount of Experienced Needed (Months/Years)</u>
<ul style="list-style-type: none"> <li>▪ Experience in recruiting adult learners for non-traditional degree programs with a sound understanding of admissions policies and procedures.</li> <li>▪ Knowledge of organizational processes and computerized systems and reports</li> <li>▪ Sales experience</li> <li>▪ Experience in educational recruitment or related field</li> </ul>	<ul style="list-style-type: none"> <li>▪ 1-2 years</li> <li>▪ 1-2 years</li> <li>▪ 1-2 years</li> <li>▪ 1-2 years</li> </ul>

**ORGANIZATIONAL REPORTING RELATIONSHIPS**

- PLEASE ATTACHE A FLOW CHART FOR YOUR ENTIRE DIVISION AND/OR DEPARTMENT TO THIS FORM. ***FAILURE TO PROVIDE THIS FLOW CHART WILL RESULT IN A DELAY IN THE PROCESS!***

**DISCLAIMER**

This description does not state or imply that the duties listed are the only duties to be performed by the position incumbent. Justification for information provided in the PIQ may be requested. Employees are required to follow job-related instructions and perform other job-related activities assigned by their supervisor.

All requirements are subject to possible modification in order to provide a reasonable accommodation to individuals with disabilities. Some requirements may exclude individuals who pose a direct threat or significant risk to the health and safety of themselves, students, other employees, or the general public.