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Developed by:………… JAF
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UNIVERSITY OF RHODE ISLAND

Position Description

TITLE: Assistant Director, URI Online Student Support & Operations

DIVISION: Academic Affairs (Provost Office)

REPORTS TO: Director, URI Online

GRADE: 14

SUPERVISES: SCSC Student Support and Recruitment Representatives; Staff

BASIC FUNCTION:

Provide for the day-to-day management and overall direction of URI Online's high-volume, inbound/outbound call center, the Student Contact Support Center's (SCSC) recruitment (sales) and customer service operations, to include professional leadership, administrative and operational oversight, and call center development. Manage, develop, and coordinate all aspects of the growing SCSC, to include but not limited to managing and maximizing a lead pipeline and student support provisions for URI Online programs from initial contact through graduation. Assist and collaborate with the Director, URI Online, to establish program recruitment goals and ensure that goals are achieved. Facilitate cross-functional collaboration between all stakeholders and SCSC to maximize URI Online's strategic efforts, generate revenue and conserve business. Assist in successfully managing operational oversight of complex new program launches. Recruit, hire, train, evaluate and manage call center (SCSC) staff, implementing corrective action when necessary. Develop and implement processes to ensure customer satisfaction leading to increased student retention, and a dynamic climate promoting diversity, lifelong learning, and academic excellence.

ESSENTIAL DUTIES AND RESPONSIBILITIES:

Directly supervise a staff of URI Online recruitment/student support employees and student workers and manage the activities of a cross-functional division to ensure that daily operational objectives are met and that personnel resources are properly allocated and supervised.

Provide operational oversight of the Student Contact Support Center for URI Online in conjunction with Director, URIO, including but not limited to staff management, team performance, resource allocation, database optimization,

call campaigns, team workflows, call cadence, scheduling, policies and protocols. Develop a deep understanding of the overall URI Online portfolio to support Call Center (SCSC) staff and facilitate cross-functional collaboration and "best practices" between all stakeholders.

Collaborate with various departments across the University (Graduate School, Admissions Office, Enrollment Services, Program Directors, and Faculty) to facilitate and support students through the application process and resolve customer service issues, ensuring a seamless transition across the student trajectory, and increased student retention to maximize business. Identify and make recommendations to stakeholders to meet the needs of student customers.

Serve as a campus-wide resource for URI Faculty and staff regarding URI Online operations and management. Facilitate consistent adherence to policies and procedures between traditional campus and accelerated online operations.

Manage the online delivery of student services, including identifying impediments to providing exceptional service, and work to resolve issues that adversely impact service delivery.

Manage and maintain all aspects of the lead pipeline, contact database (from point of inquiry through graduation), customer relationship management (CRM), and telephony software to maximize revenue generation, ROI, customer satisfaction, and student retention. Ensure accurate, detailed, and timely team execution of lead/student interaction records in the customer relationship management(CRM)system.

Develop and maintain expertise related to critical functions within the URI Online specialty. Serve as a management resource for related issues. Exercise discretionary judgment with regard to special circumstances and problem resolution.

Establish and maintain systems to monitor and report key performance indicators (KPIs) and benchmarks to University and URI Online Leadership. Collect and analyze data and customer feedback to inform and establish processes aimed at continuously improving the efficiency and efficacy of URI Online ROI, SCSC operations and the student experience.

Mentor and coach SCSC staff to employ consultative and relationship-based sales strategies aimed at engaging leads throughout the whole sales lifecycle, including effective closing, to maximize lead potential and achieve sales goals in a manner consistent with University policies, procedures and code of ethics.

Develop and execute effective customer relationship management (CRM) strategies for content generation, communication flows, customer touchpoints and interactions. Plan and execute effective strategies and manage appropriate lead segmentation and call campaigns to amplify database

optimization utilizing the customer relationship management (CRM) and telephony software.

Facilitate cross-training efforts, promote communication across functional lines, and assist in the adaptation and implementation of emerging technologies within URI Online. Work closely with the Director, URIO and technical staff to develop training programs designed to meet advanced technology goals. Encourage participation in staff development programs.

Develop and implement goals and strategic initiatives in coordination with the Director, URI Online and ensure that goals are achieved. Using data analytics and customer feedback, clearly identify and make recommendations to Leadership regarding any advantageous market opportunities and barriers requiring elimination to promote URI Online growth, ROI, and market share.

Maintain a close and interactive relationship with URI Online contracted service providers (i.e., Salesforce, Slate, third-party vendors). Coordinate efforts with these vendors to maximize services, minimize process inefficiencies, and research customer service concerns.

Successfully manage operational oversight of complex new program launches ensuring forecasted target goals are met to safeguard against required initial student engagement thresholds, in coordination with the Director, URI Online.

Serve as a technical resource for recruitment and retention systems, including as the user administrator for URIO's customer relationship management (CRM) platform. Set-up and maintain new program-related processes. Troubleshoot issues in conjunction with the Director, URI Online and ITS staff. Represent the URI Online Operational Team at technical meetings and conferences.

Perform overall management responsibilities. Work closely with SCSC staff to ensure a cohesive team effort and a positive working environment. Hire, train, manage, mentor, motivate and evaluate SCSC staff, implementing performance improvement strategies and corrective action when necessary.

Create and deliver effective "new hire" curriculum and training modules, ongoing professional development programs and job aides for existing SCSC staff, promoting a team culture of continued learning.

Develop ethical messaging and content to convey value-added market positioning to prospects demonstrating URI Online's competitive advantages, features, benefits, and differentiators. Ensure team cohesion and compliance of sales and marketing messaging.

Serve as first manager of contact to triage customer service delivery concerns and escalated calls. Escalate complex customer service issues and high priority inquiries to appropriate team(s) as needed.

Perform oversight of URIO SCSC staff to ensure appropriate and accurate student inquiry engagement and response time, including compliance of ongoing communications to prospects and existing student customers.

Maintain general knowledge in all areas of URI operations and systems, and Student Recruitment and Support Services. Assess situations, act as a key interface and resource for SCSC staff, Program Directors, and Faculty, and make management-level decisions along with the Director, URI Online to facilitate student recruitment, support, and operations in accordance with University policies and procedures.

OTHER DUTIES AND RESPONSIBILITIES:

Perform additional duties as required.

LICENSES, TOOLS, AND EQUIPMENT:

Personal computers, printers, word processing, database management, and spreadsheet software.

ENVIRONMENTAL CONDITIONS:

This position is not substantially exposed to adverse environmental conditions.

QUALIFICATIONS:

REQUIRED: Master's degree; Minimum of five years' experience working in a leadership position at a call/contact center; Minimum of two years' experience working in online education; Demonstrated experience managing employees, including remote staff; Demonstrated working knowledge of Customer Relationship Management (CRM) system(s), telephony and database management; Demonstrated experience serving as a user administrator of customer relationship management (CRM) software; Demonstrated experience in sales positions consistent with employing consultative or relationship-based sales strategies requiring in-depth product knowledge; Demonstrated experience training staff in effective sales strategies to optimize lead potential and maximize student retention; Demonstrated ability to manage a high-volume workload in a fast-paced environment; Demonstrated experience meeting goals in an environment of rapid changes and fluctuations in market conditions; Demonstrated self-starter with the ability to be flexible and adapt quickly; Demonstrated ability to collaborate with cross-functional stakeholders and partners; Demonstrated strong interpersonal and verbal communications skills; Demonstrated proficiency in written communication skills; Demonstrated ability to work independently and in a team environment; and, Demonstrated ability to work with diverse groups/populations.

PREFERRED: Demonstrated knowledge of customer service strategies to conserve business; Demonstrated experience using Salesforce, e-Campus, Slate and/or WebAdmit platforms; Demonstrated experience working in higher education; and Demonstrated familiarity with the principles, practices, techniques, and computer systems used to support Admission and Enrollment Services.

ALL REQUIREMENTS ARE SUBJECT TO POSSIBLE MODIFICATION TO REASONABLY ACCOMMODATE INDIVIDUALS WITH DISABILITIES.