

Job Code:.....101506
Position #:(PSA) (E)
Developed by:..... KT
Reviewed by:..... DLJ
Approved by:..... LK
Date: 1/22; 4/14/22

UNIVERSITY OF RHODE ISLAND

Position Description

TITLE: Specialist, Recruitment and Student Support

DIVISION: Academic Affairs (Office of the Provost)

REPORTS TO: Manager, Student Contact Support Center, URI Online

GRADE: 7

SUPERVISES: Call Center support staff

BASIC FUNCTION:

Reporting to the Manager, Student Contact Support Center, effectively manage a student lead pipeline to achieve URI Online program enrollment goals and supporting applicants and students from initial inquiry through graduation to maximize student retention. This includes, but is not limited to, fielding prospective student requests for information about URI Online programs, assisting candidates with navigating the application process, successfully onboarding students, and providing ongoing support to enrolled URI Online students through graduation.

ESSENTIAL DUTIES AND RESPONSIBILITIES:

Accountable for achieving individual, department and URI Online enrollment sales quotas for assigned programs using effective lead conversion, objection handling and closing strategies to grow market share. Track and report to leadership benchmarks in key performance areas.

Generate and follow-up with appropriate and timely contact in a high volume inbound/outbound call center environment to a target audience of prospective and currently enrolled students through a variety of channels including telephone, email, chat, SMS, and videoconferencing.

Develop a deep understanding of assigned programs with a general knowledge of the overall URI Online product portfolio to engage and educate prospective students about program features and benefits, value-added differentiators, maximizing lead development, cross-sell and up-sell opportunities.

Effectively employ consultative sales techniques to assess and identify student interests, needs and goals, as well as potential barriers to enrollment and retention to influence behavior, achieve high-IMPACT results and ensure prospects make informed decisions regarding URI Online offerings.

Build relationships and manage a lead portfolio of prospective and current students for URI Online assigned programs areas. Coach, motivate and support currently enrolled students throughout their academic journey to ensure successful program completion and graduation.

Understand and communicate admission requirements and support customer applicants in the successful completion and submission of all necessary application materials and supporting documentation to meet URI deadlines.

Develop and maintain accurate and complete real-time documentation of all touchpoints with prospective and currently enrolled students in a customer relationship management (CRM) system and other proprietary software applications to ensure quality assurance and data integrity.

Collaborate and team with other URI departments, including Admissions, Enrollment Services, program leadership and faculty to ensure a seamless student experience through admission, onboarding, retention, and graduation.

Identify at-risk students and provide support and resources to conserve enrollment and encourage student success.

Provide excellent customer service. Identify and resolve customer service issues in an appropriate and timely manner. Escalate customer service issues and high priority queries to SCSC leadership as needed.

Develop and analyze recruitment strategies and program alignment for effectiveness. Clearly identify and communicate areas for improvement to SCSC leadership. Recommend and, in collaboration with SCSC leadership, implement corrective actions.

In collaboration with SCSC leadership, assist with onboarding and training of new hires.

Serve as a mentor and positive role model for other SCSC staff, assisting teammates when applicable and sharing best practices.

Adhere to all URI, URI Online and SCSC policies, procedures, and guidelines. Maintain professional and collaborative communication with colleagues and students. Display effective interpersonal communications skills, both verbal and written, and be able deal constructively with diverse populations. Project a professional image and support URI's mission and values through words and actions.

OTHER DUTIES AND RESPONSIBILITIES:

Perform additional duties as required.

LICENSES, TOOLS AND EQUIPMENT:

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

ENVIRONMENTAL CONDITIONS:

This position is not substantially exposed to adverse environmental conditions.

QUALIFICATIONS:

REQUIRED: Bachelor's degree; Demonstrated work experience in relationship-based sales or consultative-based sales requiring in-depth product knowledge; Demonstrated evidence of achieving performance goals; Demonstrated experience in call center, customer service, communications and/or similar roles; Demonstrated computer skills and working knowledge of navigating complex software platforms; Demonstrated strong interpersonal and verbal communication skills; Demonstrated proficiency in written communication skills; Demonstrated ability to manage and maintain customer data and create complete and accurate documentation; Demonstrated ability to manage a high-volume workload (such as handling inquiries through a combination of phone calls, emails, chats, Zoom/WebEx meetings, and/or in-person meetings, along with other responsibilities); Demonstrated ability to work independently and in a collaborative team environment; Demonstrated organizational, problem-solving and time management skills; Willingness to work flexible hours (including nights and weekends, as needed); and, Demonstrated ability to work with diverse groups/populations.

PREFERRED: Demonstrated experience using Slate or other Customer Relationship Management (CRM) system; Demonstrated experience working in higher education; and, Demonstrated experience working in online education.

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