Position Title: **Coordinator of Student Engagement**

Department: Enrollment Services

Reports to: Enrollment Operations Manager

Classification/ FLSA Status: Level II (Non-Exempt)

Primary Function: The coordinator of student engagement, under the supervision of the enrollment operations manager, is responsible for the planning, management and coordination of enrollment events for prospective students. This includes weekly campus visits as well as multiple open house events per year. The coordinator is a participant and a resource in the college's efforts to support enrollment growth by attracting, engaging, and recruiting prospective students and the education professionals who support them in order to meet the objectives of the college's strategic plan.

Key Responsibilities:

1. To plan, manage and coordinate campus visits for prospective students and school groups such as student health clubs and organizations or health profession advisors or counselors (either on or off campus); duties to include: electronic and verbal communications with visitors, promotion of visits and events, maintenance of website information and visit calendar, preparation of visitor gifts, room reservations with local hotels and internal communication with departments and Student Ambassadors involved with visits regarding itineraries and assigned tour tasks

2. To ensure proper closure to campus visits, Showcase Sherman Weekends, and group events, by maintaining communications regarding satisfaction surveys, processing thank-you notes to visitors, completing the travel reimbursement process for visitors, submitting requests for payments to vendors, ensuring data regarding the visit and attendance is recorded properly in the customer relationship management (CRM) system, issuing meal vouchers for Student Ambassadors, and assisting the departmental leadership with compilation and analysis of data regarding the events

3. To assist the enrollment specialists, as needed, with the creation of new student files (electronic and hard copy), with CRM record updates, and with the acknowledgement of received application documents

4. To collaborate with the enrollment marketing coordinator and marketing and communications department when establishing content for publications and social media channels in an effort to maximize engagement among prospective students and the education professionals who support them

5. To maintain a systematic method to inventory and order supplies for general office duties, campus visits, recruiting events, the Student Ambassador program, and Showcase Sherman Weekend

6. To monitor the electronic mailbox and of the admissions office and the website chat feature, responding accordingly to all messages

7. To answer calls from the main admissions' phone line

8. To open and distribute admissions mail on a daily basis

9. To provide excellent customer service, assistance and support to all prospective students throughout the admissions process

10. To support the enrollment specialist and other college representatives when they are traveling and mail materials, as needed, for recruitment events

11. To train, assign and supervise work-study students

12. To conduct tours for prospective students, as needed, in the case of unexpected visits

13. To participate in professional development opportunities, as needed and permitted by budget

14. To participate in the annual Lyceum program

Miscellaneous

1. To fulfill other duties as assigned by the enrollment operations manager

2. To lend enthusiastic support to college policies and to fellow co-workers particularly in the presence of students

3. To demonstrate commitment to the mission of Sherman College in any way correlated to the position

Basic Knowledge and Skills:

1. Associates degree plus two or more years of related work experience

2. Excellent customer service, interpersonal and communication skills in order to engage positively with a diverse population, both internally and externally

3. Considerable knowledge of office management practices and procedures

4. Ability to work independently and also collaboratively as situations demand

5. Excellent data entry skills and ability to understand and execute daily functions within the CRM system

6. Ability to compose and prepare reports, records and correspondence without error

7. Ability to organize and manage multiple priorities effectively and efficiently

8. Ability to expediently manage and coordinate the completion of daily tasks in a rapidly changing environment

Preferred Knowledge and Skills:

1. Knowledge of chiropractic

2. Previous college work experience

3. Bilingual (written and verbal) in English and Spanish

Physical demands and work environment:

Physical demands: While performing the duties of this job, the employee is occasionally required to walk, stand, sit; use hands to finger, handle or feel objects or controls; reach with hands and arms; talk and hear. Specific vision abilities required by the job include close vision, distance vision and the ability to adjust focus. Employee may also be required to pull, lift and/or carry 25 lb. maximum.

Mental stress: Fast-paced office environment with numerous and simultaneous demands and deadlines.

Work environment: While performing the duties of this job the employee works in a controlled work environment and the noise level in the work environment is usually minimal.

General sign-off: The employee is expected to adhere to all company policies and to act as a role model in the adherence to policies.

I have read and understand this explanation and job description:

Signature: _____ Date: _____