Position Title: **Enrollment Experience Coordinator**

Department: Enrollment Services

Reports to: Director of Admissions

Classification/ FLSA Status: Level II (Exempt Administrative)

Primary Function: The Enrollment Experience Coordinator, under the supervision of the director of admissions, provides operational, administrative, and event-based support to Enrollment Services. This role is responsible for planning and executing prospective student engagement activities while also supporting the day-to-day operational functions of the admissions office. The coordinator serves as a key operational partner in enrollment growth by ensuring efficient workflows, accurate data management, strong customer service, and well-executed on campus recruitment events aligned with the College's strategic plan.

Key Responsibilities:

1. Support daily enrollment operations by assisting with admissions workflows, maintaining operational continuity, and following documented procedures while identifying opportunities for process improvement.

2. Maintain accurate CRM records through timely data entry, document tracking, student file creation, and routine audits to ensure data integrity and compliance.

3. Provide front-line support to prospective students and families by managing the admissions phone line, electronic mailbox, website chat, and daily admissions mail.

4. Assist enrollment specialists with application processing, document acknowledgment, and ongoing administrative support.

5. Support basic reporting and data tracking related to enrollment activities and events to aid operational analysis and decision-making.

6. Plan, manage, and coordinate campus visits and recruitment events for prospective students, school groups, and education professionals, including communication, scheduling, materials preparation, lodging coordination, and internal logistics.

7. Maintain visit-related website content, calendars, and CRM records to ensure accurate scheduling, attendance tracking, and data integrity.

8. Manage post-event follow-up and closure activities, including surveys, thank-you communications, reimbursements, vendor payments, meal vouchers, and data compilation for leadership review.

9. Conduct campus tours as needed, including coverage for walk-ins and unexpected visits, to ensure a consistent and welcoming visitor experience.

10. Collaborate with the Enrollment Marketing Coordinator and the Marketing and Communications team to support content development for publications, digital communications, and social media that engage prospective students.

11. Provide logistical and administrative support for recruitment travel, including preparation, coordination, and mailing of materials for enrollment specialists and college representatives.

12. Maintain inventory systems and order supplies to support office operations, campus visits, recruitment events, the Student Ambassador program, and Showcase Sherman Weekend.

13. Train, assign, and supervise work-study students and Student Ambassadors as applicable, ensuring tasks are completed accurately and on time.

14. Provide consistent, high-quality customer service and support to all prospective students throughout the admissions process.

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

16. To participate in the annual Lyceum program

Miscellaneous

1. To fulfill other duties as assigned by the director of admissions

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. Bachelor's degree plus two or more years of related experience in admissions, enrollment services, office administration, or a related field.

2. Excellent customer service, interpersonal and communication skills with ability to engage effectively with a diverse internal and external populations.

3. Working knowledge of office management practices, administrative procedures, and operational workflows.

4. Ability to work independently and collaboratively in a fast-paced environment.

5. High attention to detail with strong data entry skills and the ability to execute daily functions within a CRM system.

6. Ability to compose reports, correspondence, accurately and professionally.

7. Strong organizational skills with the ability to manage multiple priorities efficiently.

Preferred Knowledge and Skills:

1. Knowledge of chiropractic education or healthcare-related academic programs

2. Previous experience working in a college or university setting.

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: _____