(PD-784) Enrollment Engagement Specialist

POSITION INFORMATION

Internal Team:* SL-ARF-Admissions-205800
Job Code/Employee Classification:* Admin Analyst/Spclst 12 Mo
Job No: 1038
MPP Job Code: No position selected.
Position Number: No position selected.
CSU Working Title:* Enrollment Engagement Specialist
Reports To: Asst Dr, Data Systems for A&R
Campus:* San Luis Obispo
Division:* Academic Affairs- Provost
College/Program:* Admissions, Recruit&FinAd
Department:* ARF-Admissions - 205800
FLSA Status:* Exempt

SENSITIVE POSITION

Sensitive Position: Yes No
Job Summary/Basic Function:* The Communications Unit is committed to supporting a campus-wide student-centered approach to marketing and communications. This position reports directly to the Assistant Director of Admissions and provides direct specialized coordination, analysis and research for a variety of projects within the Communications Unit. This person is a liaison between the Communications Unit and other entities both on- and off-campus in support of the unit’s commitment to the university’s integrated marketing and communication goals.
Minimum Qualifications:* Graduation from a four-year college or university. Three years of technical or administrative experience. Additional qualifying experience may be substituted for the required education on a year-for-year basis. A graduate degree in a related field may be substituted for the required experience on a year-for-year basis.
Required Qualifications:

Working knowledge of and ability to apply standard theories, principles, practices, and techniques applicable to market analysis and communications to develop conclusions and make recommendations.

Thorough knowledge of policies, procedures, and outside regulations pertaining to market analysis and communications.

Working knowledge of operational and fiscal analysis and techniques.

Skill in the research, development and evaluation of policies and programs, including skill in the collection, evaluation, and interpretation of data to develop sound conclusions and make appropriate recommendations.

Expertise in investigating and analyzing problems with a broad administrative impact and implications. Ability to anticipate problems and address them proactively.

Demonstrated ability to effectively interpret, organize, and present information and ideas in written or presentation form.

Proven ability to use tact and diplomacy to effectively handle a broad range of high level and sensitive interpersonal situations with diverse personalities, and to respond appropriately to conflicts and problems.

Proven ability to initiate, establish, and foster communication and teamwork by maintaining a positive, cooperative, productive work atmosphere in and outside the University with the ability to establish and maintain effective working relationships within a diverse population and with those from various cultural backgrounds.

Excellent communication skills; ability to effectively communicate information in a clear and understandable manner, both verbally and in writing. Thorough knowledge of English grammar, spelling and punctuation.

Excellent organizational and time management skills with the ability to take initiative and independently set priorities to coordinate multiple assignments with fluctuating and time-sensitive deadlines where numerous and diverse demands are involved.

Excellent computer skills and proficiency with a variety of computer applications including word-processing, spreadsheets, databases, on-line systems, Internet as well as online calendaring and email.

Demonstrated strong attention to detail and ability to pull accurate data queries for the sending of specific personalized messages.

Preferred Qualifications:

Demonstrated skills in an institutional/educational environment utilizing a customer-oriented and service-centered attitude.

Experience with using a CRM system to analyze, track and impact the behavior of varied audiences.

Experience with working with various departments at an academic institution.

Experience writing communications and communications strategies.

Experience with customer service that required a very high level of diplomacy and professionalism.

Ability to quickly learn an organization’s infrastructure, policies and procedures.

Ability to successfully train others and provide lead work direction.

Demonstrated ability to maintain a high degree of confidentiality.
Special Conditions:

Must be willing to travel and attend training programs off-site for occasional professional development.

Must be able to work occasional holidays and adjust working hours to meet special jobs. May be called back periodically to perform work as needed on an emergency basis.

The person holding this position is considered a 'mandated reporter' under the California Child Abuse and Neglect Reporting Act and is required to comply with the requirements set forth in CSU Executive Order 1083 as a condition of employment.

Work in an open area where there is constant traffic and noise.

Must be able to successfully pass a pre-employment background/fingerprint check.

This position classification has been defined as "Exempt" and is not subject to the overtime provisions of the Fair Labor Standards Act (FLSA).

License / Certification:

Mandated Reporter:*

Limited - The person holding this position is considered a limited mandated reporter under the California Child Abuse and Neglect Reporting Act and is required to comply with the requirements set forth in CSU Executive Order 1083, revised July 21, 2017.

NCAA:*

☐ Yes ☐ No

Conflict of Interest:*

None

Supervises Employees:*

☐ Yes ☐ No

Job Duties
# JOB DUTIES

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<tr>
<th>% of time</th>
<th>Duties / Responsibilities</th>
<th>Essential / Marginal</th>
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<tbody>
<tr>
<td>90</td>
<td>Research, analyze, and report on performance and trends (ROI's and KPI's).</td>
<td>Essential</td>
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<td>Support the customer relationship management (CRM) system and workflows. Identify customization areas for the CRM to improve efficiency.</td>
<td>Essential</td>
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<td>Perform, research and compile accurate material and statistics from a wide variety of sources for a variety of complex Admissions and Financial Aid publications, messages and websites. Monitor accuracy and functionality of websites and facilitate corrections and updates.</td>
<td>Essential</td>
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<td>Create and document workflows for Enrollment Engagement campaigns. Ensure the timely delivery of services.</td>
<td>Essential</td>
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<td>Apply innovation in determining methods to achieve programmatic goals and develop and implement strategies.</td>
<td>Essential</td>
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<td>Work with the campus community and constituents to ensure compliance of university program regulations and requirements in communication with varied audiences.</td>
<td>Essential</td>
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<td>Strategize informational presentations and design/implement maintenance schedules.</td>
<td>Essential</td>
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<td>Evaluate emerging technologies for adoption where appropriate.</td>
<td>Essential</td>
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<td>Serve as quality control monitor and troubleshoot issues arising from the use of multimedia tools by the public and internal staff.</td>
<td>Essential</td>
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<td>Serve as communications liaison between the Communications Unit and the campus community. Keep leadership updated on the general workflow, including communication schedules and statuses of ongoing projects to completion.</td>
<td>Essential</td>
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<td>Work with student assistants on different projects including, but not limited to, emails for Admissions, data entry, filing, direct mailings, prepping messages, website edits and updates.</td>
<td>Essential</td>
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| 10        | Perform other job-related duties and special projects as assigned. | Marginal |
|           | Ensure the uploading of new student data to the CRM. | Marginal |
|           | Attend training and maintain skill currency as appropriate to safely and effectively complete assignments. | Marginal |

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