Professional Administrative and Technical (PAT) Level 14

Online Enrollment Specialist

The Online Enrollment Center (OEC) is a newly created student service center for USNH that provides consolidated enrollment services for online programs at both Plymouth State University and Granite State College. The OEC serves as the virtual service center for online program enrollments by providing best in class telephone, email, online and outreach student-centric services. Enrollment Specialists in the OEC serve as the first point of contact for prospective online students to assist them in making fully informed decisions on how to achieve their educational goals. Enrollment Specialists also introduce new students to the online learning environment and advise students throughout their degree program to ensure their long-term success. The OEC will provide essential information, answer questions, counsel and provide problem resolution for current and potential students, parents/families, in the areas of registration, enrollment, and financial aid.

Successful candidates will possess consultative relationship building skills, a passion for helping students and an ability to work in a fast-paced, telephone-based environment.

Duties include:

- Managing the admissions process from uncovering opportunities, developing solutions, closing opportunities and on-going exemplary customer service. This includes guiding prospective students through the institutions’ admissions processes including answering questions relating to program requirements, transfer credits, payment options, etc. It also requires managing an appropriate call cycle to ensure that students are contacted with appropriate frequency and supported throughout the admissions process. They engage with prospective and current students via inbound and outbound calls. During those calls, specialists will actively listen for obstacles to enrollment, engage in conversation about student’s goals and seek solutions to promote enrollment in the college. These activities will be measured by conversion ratios (inquires to applications; applications to enrolled)

- Responsible for tracking activities and individual projects utilizing Salesforce, APEX reports, Banner, and other social media to best reach students and document our outreach efforts. Draw conclusions from the data and advise the Enrollment Center Manager to inform the enrollment playbook and sales processes. This includes developing and managing an ongoing retention strategy as measured by student retention and graduation rates.
- Engage with the Enrollment Center Manager to monitor sales pipeline and provide sales forecasts.
- Ensures students have a solid understanding of the time commitment, technology and skills required to be a successful online learner.
- Introduces new students to the online learning environment.
- Serves as the primary point of contact for student questions and concerns regarding degree requirements, programs, policies and procedures.
- Communicates with new and prospective students by extensive inbound and outbound phone contact (3+ hours per day).
- Maintains positive relationships with students to help support program persistence and generate referral activity.
- Keeps track of, enters information into computer software and ensures accurate student information while observing confidentiality of information.
- As a member of a high-performing team, meets performance goals and inspires others to perform.
- Understands and keeps up-to-date on the institutions’ degree programs and admissions requirements.

Requirements:

- A bachelor’s degree or 5 years of related experience with a minimum of 60 college credits completed and progressing toward an undergraduate degree.
- Prior work experience in higher education, assisting non-traditional adult students in an online environment, is very helpful.
- Proficient in the Internet, Microsoft Outlook, Word and Excel and Salesforce CRM
- Self-motivated, with strong desire to reach out to prospective and new students as well as others to establish rapport and build relationships.
- Ability to work in a goal driven and measured performance environment.
- Passion and determination to educate and deliver exceptional service.
- Exceptional written and verbal communication skills and confident phone presence.
- Ability to multitask, quickly navigate multiple electronic systems and learn new processes.
- Critical thinking, problem solving and good judgment.
- Outstanding attention to detail and follow through.
- Able to work harmoniously in a team environment.

This Position is 100% time year-round and is available in Concord. Generous USNH Benefits Package

**Salary:** Commensurate with qualifications and experience.
Application Process: Please submit resume, cover letter and the contact information for three references to outreach.info@granite.edu. Review of applications will begin immediately.

No Phone Calls Please.

GSC is an affirmative action, equal opportunity employer. Women, minorities, persons with disabilities, and Vietnam-era and disabled veterans are encouraged to apply.