



Administrator Position Description

Human Resource Office Use Only			
Approved Job Family		Effective Date	
Overtime Eligible YES NO		FLSA Test Date	
Employee		Supervisor Lee Raubolt	
Department Admissions	Working Title Admissions Coordinator Klamath Falls	HRIS Position Number H99241	Supervisor Title Assistant Director, Operations
Complete contract dates only if other than a 12 month position			
Annual Contract Begin Date		Annual Contract End Date	

A. POSITION SUMMARY

Briefly describe the role of the position within the department and college.

The purpose of this position is to represent Oregon Tech in the recruiting of new students to attend Oregon Tech and to give information to other groups and organizations about Oregon Tech. Representation of Oregon Tech is accomplished in a variety of settings and formats. The person in this position travels to high schools, community colleges and careers fairs throughout the Pacific Northwest, Northern California and other areas deemed necessary to present and represent Oregon Tech as a valid college choice. He/she also visits with prospective students on campus and assists the Admissions Operations Manager with managing Customer Relationship Management (CRM) data, running reports, managing projects, assuring quality of products and procedures, and coordinating communications. The Admissions Coordinator uses various software products including EMAS and Banner to recruit students for all Oregon Tech sites, including distance education. This involves using social media, processing non-admits, training Oregon Tech staff on Enrollment Management Action System (EMAS), being lead and providing maintenance to the Virtual Tour, manage outsourced mailings and other duties as needed to increase enrollment for Oregon Tech.

B. REQUIRED DEGREES, LICENSES, CERTIFICATES, CREDENTIALS

1. Minimum education level required and the number of years of relevant experience required for the duties of this position.

Bachelor's degree in Management, Marketing, Business, Communications or a related field. Prior experience in higher education student recruitment and working knowledge of EMAS and Banner student information systems is helpful.

Other desired attributes include:

- Extensive experience with Microsoft Excel, Access, Word, and Outlook
- Minimum of two years of prior experience managing or extensive knowledge using a CRM system (or equivalent database) are required
- Experience in CSS and mobile design for web pages and emails
- Knowledge in Ellucian Banner ERP solution
- Ability to work independently with minimal supervision
- Ability to work in a remote team environment
- Know how to provide superior customer service in a higher education setting
- Knowledge in marketing in a higher education setting

2. List any licenses, certificates, degrees or credentials required by Federal or State Law or college requirements to perform the duties assigned to this position.

Valid driver's license

C. SUPERVISORY RESPONSIBILITY

Positions Supervised	Direct Supervision		Indirect Supervision	
	Number of Employees	FTE	Number of Employees	FTE
1.Faculty				
2.Classified Staff				
3.Unclassified Staff				
4.Students / Others				

Coordinating Responsibility

D. ORGANIZATIONAL RELATIONSHIPS

1. Degree of Direction Received: (e.g., close supervision, moderately high level of supervision, moderate supervision, minimal supervision)

The Admissions Coordinator operates with minimal supervision and functions with direction in activities to undertake for the recruitment of students but then has minimal supervision in fulfilling duties. The Admissions Coordinator has autonomy in determining best practices and operation in fulfilling designated duties including counseling prospective students via phone, email and in person, giving presentations regarding Oregon Tech and the admission process, making admission and scholarship decisions, determining travel arrangements, and how to best utilize his/her time. Moderate supervision at the beginning of the position, less supervision for operational functions as the incumbent becomes more familiar with the duties and processes.

2. Decision-making Authority: Extent of authority for making decisions, recommendations, and commitments that would obligate

a)own time and resources

The Admissions Coordinator has minimal supervision allocating his/her time and resources to meet departmental and own work priorities which are established by Director or Operations Manager. The Admissions Coordinator has authority to determine own work schedule within guidelines, including working before and after hours and on weekends. The incumbent is responsible for their own time and resources to accomplish the job responsibilities for recruitment and operational functions.

b)departmental resources

The Admissions Coordinator has very minimal supervision in making travel arrangement decisions including purchasing plane tickets, car rental and motel reservations. He/she has authority to discipline and report any misconduct of student ambassadors and recommends hiring of student Ambassadors. In addition, the Admissions Coordinator assists in the decision of hiring new employees for the admissions office and other departments. Use of recruitment materials, phone, computer and other equipment used to communicate and effectively recruit.

c)institutional resources

The Admissions Coordinator has authority to award scholarships and make admission decisions. He/she is able to make recommendations on how best to use EMAS software for the recruitment of new students and has responsibility to improve the use of EMAS as a recruitment and enrollment management tool.

What kinds of decisions will the incumbent be expected to make?

The Admissions Coordinator represents Oregon Tech in a variety of settings off campus without any supervision and must make decisions to conduct oneself appropriately and responsibly, commit accurate information about Oregon Tech, financial aid, admissions and majors to the public, give recommendations to and counsel prospective students. The Admissions Coordinator assists in training university personnel on EMAS usage and guides departments in communicating to prospective students via EMAS platforms.

3. Budget Authority: Indicate the level of responsibility of the incumbent for development, direction and control of budget. Indicate size of budget.

	Delegated authority to develop and monitor*	\$
	Develops, monitors* and controls*	\$
	Limited approval authority for purchase	\$
X	Purchase only with higher level OK	\$Varies

*To monitor means to review and approve expenses. Control means to authorize budget transfers at department level.

E. PURPOSE AND NATURE OF WORK RELATIONSHIPS

PERSON(S)/POSITION/ AGENCY (e.g., student, staff, faculty, general public, Chancellor's Office)	PURPOSE (e.g., giving or securing information, explaining policies or operations, solving problems, etc.)	HOW OFTEN
Admissions Staff	Formal and informal on and off campus presentations and counseling sessions. Discuss/present Oregon Tech majors, future careers, transferring to Oregon Tech and recommend classes to take at other institutions, policy and procedures of admission, financial aid, scholarship opportunities, and costs to attend. Provide above information in group and one-on-one settings, on the phone and via email. Support the Admissions staff member's needs for data pertaining to the recruitment, admission and enrollment of qualified students. Training staff in use of EMAS, pull queries and advocate for system and operations needs.	Daily
Oregon Tech Staff and Faculty in Wilsonville and Klamath Falls	Communication via phone, email and in person with staff members such as Financial Aid, Registrar's office, Housing and Residence Life and others for gaining information for prospective students and through various committee participation. Establish positive working relationships with staff and departments while advocating for the system and operations needs.	Daily

Colleagues at other OUS institutions	Participate and represent Oregon Tech as a team member in the OUS Fall Tour. Represent Oregon Tech at various college fairs throughout the year. Discuss Oregon Tech admissions policies, procedures, and course offerings and learn about other institutions. Communicate with staff of OUS institutions, especially the smaller, regional institutions to identify best practices for Oregon Tech.	As Needed
Vendors	Work with vendors as related to new products.	As Needed
Prospective students and their families	Communicate via phone, email and in person with counselor/teachers regarding admissions policies and procedures, updates on Oregon Tech and program offerings, and discuss prospective students and their admission status. Troubleshoot processes as they impact individual applications, providing customer service to students and making systemic adjustments to communications.	Daily

F. JOB FUNCTIONS

REFERENCE ID	JOB FUNCTIONS	FREQUENCY	ANNUAL PERCENT OF TIME
1	Recruit for Oregon Tech. Represent and recruit prospective students for Oregon Tech at various events such as college fairs (national and regional), career days, OUS and individual school visits and counselor functions. Give presentations on Oregon Tech and answer questions from prospective students and parents. Items covered include guidance on all options of college planning, choosing a major, the financial aid process, Oregon Tech environment, majors offered at Oregon Tech and what this means after graduation, what the Residence Hall has to offer, Oregon Tech sporting, intramural and club activities, local activities, admission criteria, transferring to Oregon Tech and more. Representation includes extensive travel throughout Oregon, California, Pacific Northwest and other areas as needed via driving and/or flying. Travel is during working and non-working hours including weekends. Travel to include setting up own travel arrangements with hotels, car rental reservations, plane tickets, itinerary, and setting up individual visits. This includes telecounseling that involves creating scripts, queries and targeting market segments, designing and running events like college preview, high school visits, and group visits. Knowledge of social media for Facebook, Twitter, Zinch and other sites, web editor and writing copy for communications is necessary. Some travel may be associated both in state and out of state.	Daily	60

2	Work with vendors to download leads in EMAS, and be involved with setup and implementation of new products. Also download and import records from vendors and run reports to support enrollment management, send out bulk mailings, process non-admits, maintain crosswalks, and monitor enrollment numbers to help with communications in low enrolled programs.	Daily	10
3	Work in EMAS for the testing of upgrades, train staff and faculty on EMAS, upgrades and enhancements, oversee data entry in EMAS, perform data quality checks, fix errors or recommend additional training for specific users as needed. Train staff members on using document imaging solution in Sharepoint and test Banner for upgrades. Work with report writer in EMAS to design admission reports customized for Oregon Tech. Perform data mining and communication history checks to ensure there is communication to all market segments in a timely manner.	Daily	15
4	Build virtual booths, conduct Live Chats and provide maintenance on "Virtual Tour".	As Needed	5
5	Attend conferences for EMAS Pro and Sungard.	Occasionally	5
6	Find and clean up duplicate records in EMAS. Find duplicate records in Banner and report to Operation Manager.	Weekly	5

G. SKILLS KNOWLEDGE AND ABILITIES

Describe the skills, knowledge, and abilities which are essential for successful performance of this position. List them in descending order of importance.

Next, indicate the function(s) for which each skill, knowledge and ability is required.

JOB FUNCTION REFERENCE	SKILLS, KNOWLEDGE AND ABILITIES
1, 2, 3, 4, 5, 6	Superior communication, interpersonal and organizational skills.
1, 2, 3, 4, 5, 6	Familiarity with college or university admissions policies and processes.
1, 2, 3, 4, 5, 6	Skill in utilizing technology and complex database applications; understanding of innovative uses of technology in the recruitment process.
1	The ability to travel on occasion to recruit students, for training, and attend meetings and conferences.
1, 2, 3, 4, 5, 6	Knowledge and experience using HTML editor software.
1, 2, 3, 4, 5, 6	Excellent attention to detail.

H. PHYSICAL CHARACTERISTICS/WORK ENVIRONMENT

Only when applicable, please describe the physical characteristics or adverse/hazardous conditions of the essential job functions to be performed.

JOB FUNCTION REFERENCE	PHYSICAL CHARACTERISTICS

I. ADDITIONAL JOB-RELATED INFORMATION

Please include information on creativity or innovation required for successful completion of job responsibilities and any other comments that would add to an understanding of this position.

This position functions as the contact person for Admissions-related work in the systems used by Oregon Tech. An existing knowledge of products used in university admissions and the desire to improve the process and increase enrollment is necessary. This position works in a complementary role to the Operations Manager who supervises this position.