

Human Resources
POSITION DESCRIPTION (HR 120)

CLASSIFICATION: SSP II	DEPARTMENT: Admissions, Recruitment & Financial Aid
WORKING TITLE: Admissions Officer	FLSA: Exempt
	INCUMBENT:

PURPOSE: Student Services Professionals are responsible for providing a wide variety of professional services and activities ranging from preadmission to the university through post-graduation. The purpose of these services and activities is to assist students in making successful progress toward their degree objectives; to provide learning experiences which supplement those in the classroom; and to assist and encourage students to utilize effectively the knowledge's, skills and abilities learned during their university careers.

The Student Services Professional II performs moderately complex professional student service work in that assignments typically require the application of both knowledge and judgment in using the principles, techniques, standards, guides and professional skills characteristic of a particular student service program or activity. This level requires planning; both interviewing and counseling techniques; judgment to recommend solutions to problems and changes in program procedures; and acting as spokesperson within the area of expertise.

Under general supervision of the Director of Outreach and Recruitment, the Admissions Officer will assist in the development of statistical reports through the utilization and analysis of institutional, state, national, & third party research based information databases to enhance recruitment strategies, yield management, forecasting, and operational efficiency. The Admissions Officer will work collaboratively with other university departments and offices in presenting Cal Poly's academic programs, its philosophy, admission practices and procedures to prospective students and their families, secondary and post-secondary personnel, community based organizations, and to the general public.

DUTIES AND RESPONSIBILITIES:

The following examples illustrate typical work activities and are not meant to be all inclusive or restrictive:

ESSENTIAL JOB FUNCTIONS	Daily	90%
<ul style="list-style-type: none">• Coordinate and contribute to the success of various student visit programs designed to recruit targeted populations to the University.• Collaborate in the planning and implementation of a comprehensive enrollment management plan for undergraduate students.• Organize, coordinate and implement a variety of admissions programs.• Evaluate prospective students' academic records and make admissions recommendations.• Make recommendations for ways to enhance the recruitment process.• Develop and conduct oral presentations in support of recruitment efforts.• Travel in/out of state to recruit prospective students at a variety of programs.• Inform, counsel and recruit prospective students utilizing basic interviewing and counseling techniques in a variety of settings. Responsible for interpretation and/or implementation of admissions policy and procedures.• Represent the Admissions Office and the university to internal/external audiences'. Maintain a customer service office and act as spokesperson for the program within the area of expertise.• Proven ability to gather and analyze data; ability to reason logically, draw valid conclusions and make appropriate recommendations. Ability to analyze a variety of advising-related reports. Provide Quarterly Reports on all actions taken with accountability for the results.• Provide budget needs for programs involved with recruitment.• Supervise, select, and train a variety of students/alumni and volunteers to serve the university.• Assist with the transition of admitted students. Assist students in planning and organizing moderately complex and/or sensitive informal educational activities; and to assist students in pursuing their educational and career goals by providing factual data about occupational and educational requirements related to student aptitudes, interest and abilities.		

OTHER JOB FUNCTIONS

As Needed

10%

- Perform other job-related duties and special projects as assigned.
- Attend training and maintain skill currency as appropriate to safely and effectively complete assignments.

MINIMUM QUALIFICATIONS:

EDUCATION AND EXPERIENCE: Bachelor's degree and two years of professional experience in one of the student services program areas or in a related field; OR a Master's degree and one year of experience. Bachelor's Degree in Liberal Arts preferred.

LICENSES, CERTIFICATES, DEGREES, CREDENTIALS: Possession of a valid driver's license or the ability to obtain by date of hire.

REQUIRED QUALIFICATIONS (SKAs):

- Ability and willingness to work as an effective advising team member in all aspects of Admissions, Recruitment and Financial Aid and of the university as a whole. Dedication to the common goals of the university and department.
- Knowledge of or the ability to quickly learn Admission's practices and procedures, Cal Poly's catalog, CAM, and various manuals and publications.
- Ability to counsel and advise constituents on a range of admission and enrollment processes. Must maintain a thorough knowledge of trends in the field of admissions and advises constituents on the breadth and depth of opportunities available at Cal Poly. This advising occurs primarily through in-person information sessions, individual appointments, phone calls, e-mails, online chats, webcasts and interactions within the constituent relationship management system (CRM)
- Assist in the development and execution of recruitment plans for assigned territory; manage activities occurring within the territory or affecting constituents within it. Initiates, develops, and maintains relationships with constituents within a territory, including prospective students and their families, secondary and post-secondary personnel, community-based organizations, and other organizations involved in the college selection process. Plans and executes on- and off campus events to support recruitment, admissions, and yield, not only for the assigned territory, but also for broader audiences.
- Ability to utilize research based information resources (i.e. College Board's Enrollment Planning Service, and ACT Enrollment Information Service) and provide data to support University initiatives for targeted schools and geo-markets.
- Demonstrated customer service experience requiring a very high level of diplomacy and professionalism.
- 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.
- 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 interpersonal skills, including one-on-one counseling and group advising skills. Group presentation skills.
- Ability to successfully interact with a diverse student population and to assess student needs.
- 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.
- Ability to accurately communicate the "Cal Poly" message/philosophy to others.
- General knowledge of methods and problems of organizational and program management.
- Ability to research, interpret, and apply complex written directives, guidelines, and policies (e.g. Title 5, CSU. Executive Orders, CAM., Cal Poly catalog, AACRAO publications and guidelines, NACAC publications and guidelines, NCAA manuals, and other campus, state, and federal mandates.)
- Ability to work in an environment that requires a high degree of analytical ability and problem-solving skills, with multiple responsibilities and time constraints.
- Ability to focus on the details that are critical for successful assistance in academic advising, and also to rise above those details to be able to take a more global perspective in identifying problem areas, issues, etc.
- Ability to interpret, communicate, and apply policies and procedures.
- Demonstrated ability to maintain a high degree of confidentiality.
- Excellent organizational and time management skills with the ability to set own priorities to coordinate multiple assignments with fluctuating and time-sensitive deadlines.
- Excellent computer skills and proficiency with a variety of computer applications including word-processing, spreadsheets, databases, PowerPoint, on-line systems, Internet as well as online calendaring and email.
- Working knowledge of or ability to quickly learn University infrastructure, policies and procedures.

- Demonstrated ability to make decisions and carry through on actions having implications with regard to other departments, colleges, and the university.

PREFERRED QUALIFICATIONS:

- Demonstrated skills in an institutional/educational environment utilizing a customer-oriented and service-centered attitude
- Master's degree preferred
- Experience using marketing and Constituent Relationship Management (CRM) software
- Proficiency in both MAC and PC computers, web and various software

SPECIAL CONDITIONS:

- Must be willing to travel in and out of state for extended periods of time as well as attend training programs off-site for occasional professional development.
- Must be able to lift up to 50 pounds of materials when traveling.
- Must maintain a valid driver's license at all times during employment.
- Must be able to work overtime, occasional holidays, and adjust working hours to meet special jobs. May be called back periodically to perform work as needed on an emergency basis.
- 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).