



**JOB TITLE:** Enrollment Representative  
**DEPARTMENT:** Enrollment  
**CAMPUS:** Rocklin  
**SUPERVISOR:** Director of Enrollment  
**FLSA STATUS:** Non-Exempt

### **MAJOR PURPOSE**

The Enrollment Specialist serves as the initial point of contact for prospective students, engaging them through phone, chat, and text communications. This role is pivotal in delivering outstanding customer service, capturing essential information, and facilitating a smooth transition to our Enrollment Coaches. Extensive knowledge and background in sales performance are strongly preferred along with general knowledge and work experience in higher education.

Normal office hours will be primarily on campus between 8 am and 6 pm Monday through Friday, PST. Some remote options may be available as determined by the supervisor.

The pay range for this position is generally: \$21-\$22.60 per hour. Individual pay is generally determined by a number of factors including job-related skills, experience, relevant education or training and location.

### **ESSENTIAL FUNCTIONS**

#### **Engages with Prospective Students:**

- Initiates meaningful conversations with prospective students using a dialer system, delivering essential information and capturing key student details in short and efficient interactions and documenting those details in the CRM.
- Ensures that every prospective student feels valued and informed.
- Most communications will be via the phone; however, email, text, and chat will also be used to communicate with prospective students.
- Ensures quick response time to new prospective students. Speed-to-call will be a primary success metric for this role.

#### **Manages Communications Effectively:**

- Actively monitors chat channels and text messages to provide prompt and helpful responses to prospective students, creating a seamless communication experience.
- Starts the day by reviewing new leads and prioritizing outreach based on urgency to maximize engagement.

#### **Tracks and Nurtures Leads:**

- Utilizes CRM dashboards and reports to stay ahead of incoming prospective students, ensuring timely and effective follow-ups that foster strong connections.
- Follows a structured communication plan, diligently tracking when to reach out to prospective students next, ensuring they feel supported throughout their journey.

### **Collaborates and Grows:**

- Works in harmony with your team, while also thriving in an independent environment, contributing to collective success.
- Embraces feedback as a tool for growth, continuously refining your approach to enhance performance and enrich student interactions.

### **Other Duties as Assigned**

### **QUALIFICATIONS**

#### **Education:**

- Bachelor's Degree or equivalent preferred

#### **Experience:**

- Familiar with MS Office, Google Workspace, email and web-based searches, office-related equipment/technology (flexibility to learn to use new software and tools as needed).
- Experience with CRMs and dialer systems are preferred.
- Minimum one year experience in sales or customer service preferred.

#### **Skills/Abilities:**

- Strong Communication Skills: Ability to quickly build rapport, clearly convey information, and actively listen to students.
- Rapport Building: Quickly establish trust and connection with prospective students.
- Comfort with Measurement: Ability to thrive in an environment where performance metrics are regularly assessed.
- Adaptability to Feedback: Open to receiving constructive criticism and making adjustments to improve outcomes.
- Independence and Teamwork: Capable of working autonomously while contributing to team goals.
- Technical Proficiency: Proficient in navigating multiple systems simultaneously, including phone and CRM software.
- Organizational Skills: Highly organized with the ability to manage leads and communications efficiently.
- Team Culture: Positive contributor to team culture, demonstrates humility, work ethic, and emotional intelligence.

### **WORKING ENVIRONMENT**

The employee agrees to promote the values and mission of Jessup University as a private Christ-centered University and live a life consistent with biblical principles. The employee shall conduct himself/herself in a manner consistent with the Community Covenant and Statement of Faith. Additionally, the employee may play a formative role in the spiritual lives of students in a manner consistent with the Community Covenant and Statement of Faith. This may include leading devotions and/or spiritual formation groups and seeking other opportunities consistent with a biblical spiritual formation role.

