



Student Services Job Family: **Enrollment Progression**

These generic job title summaries are intended to indicate the kinds of tasks and levels of work complexity that will be required of positions classified to any of these titles and are not intended to be construed as declaring the specific duties and responsibilities of any particular position. The use of particular expressions or illustrations describing functions within a specific job title does not exclude other duties of a similar kind and/or level of complexity. Positions are classified to a particular job title based upon the predominant level of expected work complexity. ***A position that is classified into this title and band must meet the Cornell requirements for exemption under the FLSA.***

GENERIC JOB PROFILE SUMMARIES

Enrollment Support Representative INDIVIDUAL CONTRIBUTOR	Enrollment Counselor I INDIVIDUAL CONTRIBUTOR	Enrollment Counselor II INDIVIDUAL CONTRIBUTOR	Enrollment Counselor Specialist INDIVIDUAL CONTRIBUTOR	Enrollment Counselor Team Lead MANAGEMENT	Enrollment Manager MANAGEMENT	Enrollment Director MANAGEMENT
		Implements approaches to maximize the relationship with current and potential customers.	Implements approaches to maximize the relationship with current and potential customers.	Plans, organizes and manages customer relationships.	Assists in developing strategies to enhance customer relationships.	Develops strategies to increase customer relationships.
		Provides research and guidance for programs. Solicits customers.	Provides research and guidance for programs. Solicits customers.	Oversees Enrollment Counselor recruitment activity.	Oversees Enrollment Counselor and Team Lead recruitment activity.	Actively manages the operations of the function.
	May assist in preparing promotional presentations or demonstrations.	Assists in the development of promotional presentations or demonstrations.	Assists in the development of promotional presentations or demonstrations.	Develops promotional presentations or demonstrations.	Oversee and approve promotional presentations or demonstrations.	Approves promotional presentations or demonstrations.
Provide customer interaction through a variety of tools that may include but is not limited to phone, chat, email or social media to promote program offerings	Assists Enrollment Counselors with prospective and established customer interaction to promote awareness of programs.	Provides customer interaction through inbound and outbound calls to promote program offerings.	Provides customer interaction through inbound and outbound calls to promote program offerings.	May provide customer interaction through inbound and outbound calls to promote program offerings.	Oversee customer interaction through inbound and outbound calls to promote program offerings.	

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Follow-up with customers and others as necessary to assure all factors are considered.	Follow-up with customers and others as necessary to assure all factors are considered; prepares evaluation of recommendations.	Follow-up with customers and others as necessary to assure all factors are considered; prepares evaluation of recommendations.	Follow-up with customers and others as necessary to assure all factors are considered; prepares evaluation of recommendations.	Monitor and act accordingly to assure all factors are considered; ensure appropriate evaluation of recommendations.		
	May participate in recruitment and enrollment process, partnering with high-quality prospective customers.	May participate in recruitment and enrollment process, partnering with high-quality prospective customers.	May participate in recruitment and enrollment process, partnering with high-quality prospective customers.	Research and participate in recruitment and enrollment process, partnering with high-quality prospective customers. May provide advice and assistance to the Director in long-range planning and operations.	Research and participate in recruitment and enrollment process, partnering with high-quality prospective customers as needed. Provide advice and assistance to the Director in long-range planning and operations.	Develop strategies to identify and recruit high-quality prospective customers. Develop long-range planning and operations.
				Schedule, review work and train staff; responsible for contributing to staff performance management and professional development.	Plan and oversee work of staff; interview, hire and make recommendations on staff performance management and professional development of staff.	Manage department staffing; oversight of hiring and staff performance management and professional development.
Assist customers; partnering with Enrollment Counselors to resolve customer issues elevating to supervisor as needed.	Assist customers; partnering with Enrollment Counselors to resolve customer issues elevating to supervisor as needed.	Assist customers; resolve customer issues through researching circumstances; provide customer inquiries on status, policies, etc.	Assist customers; resolve customer issues through researching circumstances; provide customer inquiries on status, policies, etc.	Assist customers; resolve customer issues through researching circumstances; provide customer inquiries on status, policies, etc.	Establishes and oversees customer relationships.	
		Researches and looks for opportunities for new customer pipeline; pursues opportunities to manage customer base.	Researches and looks for opportunities for new customer pipeline; pursues opportunities to manage customer base.	Researches and looks for opportunities for new customer pipeline; pursues opportunities to manage customer base.		

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	Assists in sales approach and keeping customers informed about available current and future programs.	Maintains program quota within assigned territory by keeping customers informed about available current and future programs.	Maintains program quota within assigned territory by keeping customers informed about available current and future programs.	Maintains program quota within assigned territory by keeping customers informed about available current and future programs.	Develops quota activities of an area or territory; provides coaching and technical advice on current and future programs.	Oversees quota activities of an area or territory; provides coaching and technical advice on current and future programs.
		Builds and maintains internal and external relationships that lead to increased enrollment; recommend programs by calling prospective and established customers; keep records and prepares reports on activities.	Builds and maintains internal and external relationships that lead to increased enrollment; recommend programs by calling prospective and established customers; keep records and prepares reports on activities.			
					Develops and implements training programs for staff and prepares new account development plans.	
	Assist customers; resolve customer issues through researching circumstances; provide customer inquiries on status, policies, etc.					
			Define and train on best practices (conversations) around current and new products.	Oversee best practices around current and new products	Oversee best practices around current and new products	Oversee best practices around current and new products

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			Provide ongoing input on products. Creating presentations and leading discussions with the enrollment team on new (as products are launched in their vertical) and current products (on a monthly basis).	Oversees Enrollment Counselor recruitment activity	Executes quota activities of an area or territory; provides coaching and technical advice on current and future programs.	Oversees quota activities of an area or territory; provides coaching and technical advice on current and future programs.
			Provides insight on product improvements (monthly basis) or new products (as needed) based on the feedback they are hearing from prospective students. Collecting additional information (if needed) from colleagues to present a complete, holistic view of our products.	May work with customers who have been escalated up from an Enrollment Counselor.	May work with customers who have been escalated up from an Enrollment Counselor.	
			Review new courses and provide constructive feedback on the student experience.	May provide advice and assistance to the Manager in long-range planning and operations.		

JOB FACTOR PROFILE TABLE

FACTOR PROFILE	11923 ENROLLMENT SUPPORT REPRESENTATIVE, BAND C	11924 ENROLLMENT COUNSELOR I, BAND D	11925 ENROLLMENT COUNSELOR II, BAND E NEX	11929 ENROLLMENT COUNSELOR SPECIALIST, BAND E EX	11926 ENROLLMENT COUNSELOR TEAM LEAD, BAND E EX	11927 ENROLLMENT MANAGER, BAND F	11928 ENROLLMENT DIRECTOR, BAND G
MINIMUM EDUCATION AND EXPERIENCE EQUIVALENCY	High school diploma and 2 to 4 years relevant experience or equivalent combination	Associate's degree and 2 to 4 years relevant experience or equivalent combination	Associate's degree and 4 to 6 years relevant experience or equivalent combination	Bachelor's degree and up to 2 years relevant experience or equivalent combination	Bachelor's degree and up to 2 years relevant experience or equivalent combination	Bachelor's degree and 3 to 5 years relevant experience or equivalent combination	Bachelor's degree and 5 to 7 years relevant experience or equivalent combination
IMPACT	Affects immediate department	Extend beyond department	Extend beyond department	Moderate impact	Moderate impact	Moderate impact	Substantial impact
CONTACTS - INSIDE	Assist others Cooperation of task completion Handle confidential information	Coordinate activities Contribute to group projects	Provide guidance or instruction	Assist others Cooperation of task completion	Assist others Cooperation of task completion	Provide guidance Coordinate activities	Provide guidance Coordinate activities
CONTACTS - OUTSIDE	Conduct somewhat complex business activities Obtain involved information Provide detailed response	Straightforward business Provide factual information Handle confidential information	Conduct somewhat complex business activities Obtain involved information Provide detailed response	Provide information that exists within pre-established documents and or programs	Provide information that exists within pre-established documents and or programs	Provide/receive guidance, advice or information that must be analyzed and developed by the position	Provide/receive guidance, advice or information that must be analyzed and developed by the position
CONTACTS - STUDENTS	Deal with confidential information such as grades, financial records, etc.	Deals with confidential information such as grades, financial records, etc	Deals with confidential information such as grades, financial records, etc	Frequent contact dealing with confidential matters	Frequent contact dealing with confidential matters	Frequent contact dealing with confidential matters	Frequent contact dealing with confidential matters

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SUPERVISION	None given	On-the-job training of students and temporary workers	Assigns and reviews work	On-the-job training, guidance, advice and advise other employees in the group and to same positions performing similar work	On-the-job training, guidance, advice and advise other employees in the group and to same positions performing similar work	Day-to-day supervisory direction to employees within the department	Day-to-day supervisory direction to employees within the department
COMPLEXITY	Focus on an entire field	Focus on entire field	Focus on an entire field and related areas	Occasionally adapt, combine or make improvements in an existing service, product, process or program. Work requires logic and common sense	Occasionally adapt, combine or make improvements in an existing service, product, process or program. Work requires logic and common sense	Frequently adapt, combine or make improvements to services, products, processes or programs. Work requires of reasoning skills and judgment	Occasionally required to develop new, imaginative or innovative solutions, services, products, processes or programs. Work requires sophisticated reasoning skills
LEVEL OF DECISION MAKING	Responsible for making some decisions which require consideration of various criteria	Responsible for making some decisions which require consideration of various criteria.	Responsible for making some decisions which require consideration of various criteria.	Responsible for making decisions within prescribed limits and/or providing input to others for decision-making	Responsible for making decisions within prescribed limits and/or providing input to others for decision-making	Responsible for assisting in and influencing decisions concerning policy-setting, research, planning or students	Responsible for assisting in and influencing decisions concerning policy-setting, research, planning or students
FREEDOM OF ACTION	General supervision Some interpretation of established policies and procedures required	General supervision Some interpretation of established policies and procedures required	Little guidance to accomplish work activities Rarely refers situations to the supervisor	General supervision Some interpretation of established policies and procedures required	General supervision Some interpretation of established policies and procedures required	General supervision Some interpretation of established policies and procedures required	Very general supervision Interpretation of work policies and procedures, and, at times deviation from standard work practice
EFFECT OF DECISION MAKING				Directly affects a functional area Minimal effect on students and employees	Directly affects a functional area Minimal effect on students and employees	Directly affects multiple functional areas Limited effect on students and employees	Directly affects several departments within a college, school or administrative unit Significant effect on students and employees

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SUPPORT SKILLS – WRITING	Provide standard responses to inquiries.	Provides a non-standard response or prepares written material that requires some research	Provides a non-standard response or prepares written material that requires some research				
SUPPORT SKILLS – COMPUTER	Use business or technical programs for data input or word processing to create documents or reports.	Uses a variety of business or technical programs to complete information management or production tasks	Uses a variety of business or technical programs to complete information management or production tasks				
WORKING CONDITIONS - PHYSICAL	Lift less than 10 lbs.	Lift less than 10 lbs.	Lift 10 lbs. To 20 lbs.				
WORKING CONDITIONS - VISUAL	Close concentration and visual attention	Close concentration and visual attention	Close concentration and visual attention				
WORKING CONDITIONS - HAZARD	Normal working conditions, including no or limited exposure to hazardous conditions/ materials/ equipment. Safety gear may sometimes be required	Normal working conditions, including no or limited exposure to hazardous conditions/ materials/ equipment. Safety gear may sometimes be required	Normal working conditions, including no or limited exposure to hazardous conditions/ materials/ equipment. Safety gear may sometimes be required	Normal working conditions, including no or limited exposure to hazardous conditions/ materials/ equipment. Safety gear may sometimes be required	Normal working conditions, including no or limited exposure to hazardous conditions/ materials/ equipment. Safety gear may sometimes be required	Normal working conditions, including no or limited exposure to hazardous conditions/ materials/ equipment. Safety gear may sometimes be required	Normal working conditions, including no or limited exposure to hazardous conditions/ materials/ equipment. Safety gear may sometimes be required