



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.***

Enrollment Counselor I Enrollment Counselor II INDIVIDUAL CONTRIBUTOR	Enrollment Manager MANAGEMENT	Enrollment Director MANAGEMENT
	Assists in developing strategies to enhance customer relationships.	Develops strategies to increase customer relationships.
	Oversees Enrollment Counselor and Team Lead recruitment activity.	Actively manages the operations of the function.
May assist in preparing promotional presentations or demonstrations.	Oversee and approve promotional presentations or demonstrations.	Approves promotional presentations or demonstrations.
Assists Enrollment Counselors with prospective and established customer interaction to promote awareness of programs.	Oversee customer interaction through inbound and outbound calls to promote program offerings.	
Follow-up with customers and others as necessary to assure all factors are considered; prepares evaluation of recommendations.		
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 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.
	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.

Enrollment Counselor I Enrollment Counselor II INDIVIDUAL CONTRIBUTOR	Enrollment Manager MANAGEMENT	Enrollment Director MANAGEMENT
Assist customers; partnering with Enrollment Counselors to resolve customer issues elevating to supervisor as needed.	Establishes and oversees customer relationships.	
Researches and looks for opportunities for new customer pipeline; pursues opportunities to manage customer base.		
Assists in sales approach and 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.
Assist customers; resolve customer issues through researching circumstances; provide customer inquiries on status, policies, etc.		
	Develops and implements training programs for staff and prepares new account development plans.	
	Oversee best practices around current and new products	Oversee best practices around current and new products
	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.
	May work with customers who have been escalated up from an Enrollment Counselor.	

JOB FACTOR PROFILE TABLE

FACTOR PROFILE	11924 ENROLLMENT COUNSELOR I, BAND D	11927 ENROLLMENT MANAGER, BAND F	11928 ENROLLMENT DIRECTOR, BAND G
MINIMUM EDUCATION AND EXPERIENCE EQUIVALENCY	Associate's degree and at least 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	Extend beyond department	Moderate impact	Substantial impact
CONTACTS - INSIDE	Coordinate activities Contribute to group projects	Provide guidance Coordinate activities	Provide guidance Coordinate activities
CONTACTS - OUTSIDE	Straightforward business Provide factual information Handle confidential information	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	Deals with confidential information such as grades, financial records, etc	Frequent contact dealing with confidential matters	Frequent contact dealing with confidential matters
SUPERVISION	On-the-job training of students and temporary workers	Day-to-day supervisory direction to employees within the department	Day-to-day supervisory direction to employees within the department
COMPLEXITY	Focus on entire field	Frequently adapt, combine or make improvements to services, products, processes or programs. Work requires reasoning skills and judgment	Occasionally required to develop new, imaginative or innovative solutions, services, products, processes or programs. Work requires sophisticated reasoning skills

FACTOR PROFILE	11924 ENROLLMENT COUNSELOR I, BAND D	11927 ENROLLMENT MANAGER, BAND F	11928 ENROLLMENT DIRECTOR, BAND G
LEVEL OF DECISION MAKING	Responsible for making some decisions which require consideration of various criteria.	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	Very general supervision Interpretation of work policies and procedures, and, at times deviation from standard work practice
EFFECT OF DECISION MAKING		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