



WAYNE STATE UNIVERSITY

		ISSUED: 10/9/2019
TITLE: Student Service Center Coordinator	SALARY TABLE: PA	CLASS CODE: PN373
UNION: P & A, Local 1979, U.A.W	SALARY GRADE: 12	EEO CODE: 5
JOB GROUPING: 30	FLSA: Nonexempt	EMPLOYEE CLASS: PN

POSITION PURPOSE

The Student Service Center is the first stop for students as they engage with the Offices of Financial Aid, Records and Registrar and Undergraduate Admissions. This position supports the University’s goal of offering a student centered approach to helping incoming and continuing students navigate these offices. Reports to Director, Student Service Center.

Essential Job Functions	% Time
Select, train, and supervise Student Service Center front desk Student Assistants and Work Study staff. Partner with Director and other key staff in coordinating Student Service Center schedule to ensure adequate coverage at peak times.	30%
Coordinate and participate in outreach events including calling campaigns, mailings, and on-campus programs including Student Service Center Express, University Orientation, Orientation II, etc. Coordinate outgoing calling campaigns with other Enrollment Management units.	20%
Serve as a point of contact for defined market segments by providing excellent customer service through clear written and verbal communications. Assist students, parents, and others in the community by providing instructions and information, clarifying outstanding requirements, and assisting students with building relationships with other campus personnel. Lead in a student-focused customer forward philosophy. Triage student needs across each service platform to ensure students are being placed on the most meaningful paths.	15%
Collaborate with key stakeholders, share the basic functions of the Student Service Center office, and find ways to become more collaborative to support students utilizing shared data and best practices.	10%
Create and maintain reports and databases to document performance and provide statistical analysis of outcomes in comparison to divisional goals for increasing efficiency and quality of service as well as monitoring cost benefits and effectiveness of activities performed. Utilize data to identify trends and behavioral drivers, develop growth strategies, forecast performance goals, and analyze results to inform outreach activities. Provide updates and report analysis to Enrollment Management senior leadership.	10%

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Collaborate with other Enrollment Management units to coordinate the implementation and evaluation of communications, outreach, registration, and graduation activities. Adapt work to model best and promising practices across this “one-stop” philosophy for student services.	10%
Perform other related duties as assigned.	5%

MINIMUM QUALIFICATIONS

Education

Bachelor’s degree in communications, business administration, technology, social sciences, or related field. An equivalent combination of education and experience may be accepted.

Experience

Minimum 3-5 years' experience in higher education in relevant areas: student affairs, enrollment services, academic advising, supervision experience; or similar experience in customer relationship development and management.

Knowledge, Skills and Abilities

Clear verbal and written communication abilities, with effective interpersonal and customer service skills. Comfortable in communicating with prospective students, parents, school administrators, and counselors in person and via telephone and email. Effective public speaker with informative and persuasive speaking skills. Demonstrated ability to create outreach messages that help achieve yield goals.

Ability to compare, contrast and quality check work with a keen attention to detail. Strong analytical skills including critical thinking and problem solving skills. Proficient with standard office tools (word processing, spreadsheet, presentation software). Able to research relevant materials using online search tools, and database management systems.

Able to effectively manage multiple priorities to accomplish required productivity goals. Capable of using Customer Relationship Management to maintain documentation of outreach activities and results.

Capable of identifying and collaborating with key university stakeholders, providing initial communication of relevant issues to team, then monitoring progress of further development. Demonstrated ability to work as an integral member of a goal-oriented, data-driven enrollment management team.

Emphasize activities that lead to effective results focused on established goals in market segments to meet University enrollment and retention goals. Use data-driven decision making model to assess effectiveness, analyze results, and shape future projects. Seek out additional opportunities for the outreach program and its partners that may deliver further results.

Proficient in using technology to develop, implement, track and analyze programs designed to maximize outreach efforts using student information systems (Banner, Cherwell), Customer Relationship Management functionality and other tools

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as necessary. Demonstrated ability to aggregate and analyze data to evaluate outcomes towards set performance goals. Experience with database query and table design.

Extensive working knowledge of up-to-date Admissions, Financial Aid, Student Accounts, and Records and Registration processes.

WORKING CONDITIONS

Position requires incumbent to work independently, without supervision, on nights and weekends.

ADDITIONAL COMMENTS

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