



# NATIONAL AMERICAN UNIVERSITY

## Position Description Austin Campus

To apply submit an employment application ([click here for application](#)), resume, and letter of interest to: Director of Admissions  
13801 Burnet Rd., Ste. 300, Austin, TX 78727

- I. **POSITION TITLE:** Reentry Coordinator/Graduate Admissions Representative
- II. **EMPLOYEE CLASSIFICATION:** Classified
- III. **JOB CLASSIFICATION:** Nonexempt
- IV. **ACCOUNTABLE/REPORTS TO:** Director of Admissions
- V. **POSITIONS REPORTING TO THIS POSITION:** None.
- VI. **DUTY HOURS:** Forty hours per week. Day, evening and weekend hours will be assigned by the campus director of admissions or campus vice president. Hours may be changed and overtime required from time to time.
- VII. **MINIMUM REQUIREMENTS:**
  - EDUCATION:** Bachelor's degree required, master's preferred
  - EXPERIENCE:** Minimum of 1 year National American University experience in admissions preferred
  - PHYSICAL:** Ability to exert force to occasionally lift and/or move objects up to 20 lbs.
  - SKILLS EXPECTATION:** Excellent organization, interpersonal and verbal and written communication skills; goal oriented; customer-oriented attitude; ability to comprehend and analyze detailed information; ability to solve complex problems and/or situations; strong work ethic and willingness to learn and improve in all aspects of the position.
- VIII. **BASIC FUNCTION/PURPOSE OF THE POSITION:** To enroll a set number of reentry students for each quarter; process and follow up on all reentry paperwork; properly advise students as to their academic and financial standing with the university and direct the returning student to the appropriate academic and financial aid personnel to resolve any issues. To enroll students for the National American University graduate program and make other public relations contacts (in person and by telephone); demonstrate caring attitudes toward prospective and enrolled students, and to do everything possible to assist students in attaining their education /employment goals in support of the mission of the university as defined by the university president and the board of governors.

**IX. DUTIES/RESPONSIBILITIES/EXPECTATIONS OF THE POSITION:**

- \* A. Be familiar with objectives, requirements and content of all undergraduate and graduate programs offered by the university in order to make a complete and factual presentation to prospective students and other interested parties.
- \* B. Keep all required reports current and accurate.
- \* C. Refer all questions regarding financial aid eligibility to the financial aid office.
- D. Take and/or return inquiry calls from persons interested in knowing or receiving information about educational programs offered at the university.
- E. Follow up all leads promptly making the proper documentation in Campus Vue.
- F. Set appointments to interview prospective students at the university as appropriate.
- G. Recommend prospective students to the campus executive officer (or his/her designee) for acceptance to the university.
- H. Assure that students complete all required forms for enrollment and collect the application fee.
- I. Meet or exceed monthly and/or quarterly admissions enrollment standards established with the campus executive officer and the regional VP of enrollment management.
- J. Lead development will primarily be generated from three sources: commercially developed leads (CDL's); personally developed leads (PDL's); and referrals. CDL's will include those leads provided by the university/media.
- K. Maintain a minimum overall conversion rate to enrollment for all types of leads, as follows:
  - Lead to appointment .....70% minimum
  - Appointment to interview .....60% minimum
  - Interview to enrollment efficiency.....50% minimum
  - Show rate for:
    - New students.....70% minimum
    - Re-entry students .....70% minimum
    - Campus "team" show rate.....70% minimum
- L. Representative is expected to devote a minimum of four hours per day to telephone contact work (setting appointments, follow up, etc.). More time devoted to telephone contact work may be required if the minimum four-appointments per day standard is not being accomplished.
- M. Representative will promote the graduate program in the community and conduct graduate seminars.

- N. Representative will actively recruit undergrad National American University students and give presentations to senior level National American University classes concerning the master's program.
- O. Be involved with retention by helping with pre-registration, attendance tracking and orientation calls as appropriate and/or requested.
- P. Each representative will participate in a quarterly evaluation to discuss conversion rates, show rates and interview efficiency and to establish the following quarter's enrollment goals. This interview will be conducted by the director of admissions and may include the campus executive officer or other admissions officer.
- Q. Understand and conform to the university's philosophy of truly caring about students and providing excellent service to prospective and enrolled students.
- R. Follow all policy and procedures on a daily basis pertaining to CampusVue.
- S. Fax all reports to central administration and the director of admissions on a weekly basis.
- T. Provide to the financial services a copy of the weekly enrollment sheet.
- U. Assist students in paperwork to re-enter the university.
- V. Assist in new student and re-entry student orientation.
- W. Other duties as assigned by the director of admissions and/or the campus executive officer.

**X. COOPERATIVE RELATIONSHIPS WITH THE FOLLOWING:** Students, staff, faculty, members of the community, and other inside admissions representatives.

**XI. LIMITS OF AUTHORITY:** As defined by the policies, procedures and practices of National American University or the university president.

National American University reserves the right to alter this position's job description/job duties to meet the needs and goals of the organization.

\* Denotes essential elements of the position.