To apply, submit an employment application ([click here for application]), resume, and letter of interest to: Canadian Director of Admissions
Olivia Freidel, ofreidel@national.edu
5301 S Highway 16
Rapid City, SD 57701

CANADIAN ASSOCIATE ADMISSIONS COORDINATOR
Position Description

Summary
The Canadian Associate Admissions Coordinator works to enroll non-U.S. citizens residing in Canada, outside the Province of Ontario, for National American University and make other public relations contacts (in person and by telephone). To 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 and goals of the university as directed by the university president.

Minimum Qualifications
The Canadian Associate Admissions Coordinator must satisfy the following minimum qualifications:
1. Associate's degree or higher preferred; and
2. Minimum 1 year sales experience preferred.

Skills and Attributes
The Canadian Associate Admissions Coordinator must possess the following skills and attributes: excellent organizational, interpersonal and communication skills; goal-oriented; customer-oriented attitude; strong work ethic and willingness to learn and improve in all aspects of the position.

Essential Functions
The Canadian Associate Admissions Coordinator performs the following essential functions:
1. Be familiar with the objectives, requirements, and content of all programs offered by the university in order to make a complete and factual presentation to prospective students and other interested parties.
2. Keep all required reports current and accurate.
3. Refer all questions regarding Canadian financial aid eligibility to the Canadian financial services team.
4. Take and/or return inquiry calls from persons interested in knowing or receiving information about educational programs offered at the university.
5. Follow up all leads according to the parameters set by the leadership team.
6. Work with prospective students to lead them to successful enrollment.
7. Assure that students complete all required forms for enrollment and complete all processes to complete enrollment.
8. Meet or exceed monthly and/or quarterly admissions enrollment standards established with the campus vice president and the system vice president for admissions management.
9. 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.
10. Maintain a minimum overall conversion rate to enrollment for all types of leads, as follows:
   
<table>
<thead>
<tr>
<th>Efficiency Type</th>
<th>Minimum Rate</th>
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<tbody>
<tr>
<td>Lead to enrollment efficiency</td>
<td>10%</td>
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<tr>
<td>Show rate for:</td>
<td></td>
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<tr>
<td>New students</td>
<td>65%</td>
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<tr>
<td>Re-entry students</td>
<td>65%</td>
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<tr>
<td>Campus &quot;team&quot; show rate</td>
<td>65%</td>
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<tr>
<td>Retention ratio</td>
<td>60%</td>
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   (based on previous two quarters)

11. Representatives are expected to devote a **minimum** of five 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.

12. Be involved with retention by helping with preregistration, attendance tracking, and orientation calls as appropriate and/or requested.

13. Each inside 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 campus vice president and may include the director of admissions.

14. Understand and conform to the university's philosophy of truly caring about students and providing excellent service to prospective and enrolled student.

15. Performs other duties as assigned.

**Required Work Hours**

Forty hours per week during daytime, evening, and weekend hours. Scheduled work hours may change. Overtime may be required, or permitted with prior approval.

**Reporting and Supervisory Responsibilities**

1. The Canadian Associate Admissions Coordinator reports to the Director of Admissions.
2. This position has no supervisory responsibilities.

**Physical Requirements**

The Canadian Associate Admissions Coordinator must be able to speak, hear, see, write, type, dial, reach, and bend.

**Travel**

Periodic travel, including airline travel and overnight stays, may be required.