

## Columbia College Position Description

<p><b>NOTE:</b>  <b>Must; Shall; Will:</b>  <b>Should:</b>  <b>May or Could; Can:</b></p>	<p><b>Clarification of Terms</b>          These words or phrases indicate actions or activities that are <i>essential or mandatory</i>.          This word implies that it is highly desirable to perform certain actions or activities, but not essential or mandatory.          These words imply freedom or liberty to follow an alternative to the action or activity being presented in a document.</p>
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<b>Position Title:</b>	Admission Advisor
<b>Department Name:</b>	Admissions Department
<b>Reporting to:</b>	Student Services Manager
<b>Position Summary:</b>	This critical position that ensures all new prospects, applicants, and registered students are guided in a professional and supportive manner as they move through the inquiries, application, and enrollment process. The individual will provide continual service management according to Government and College policies, guidelines, and program specific needs.
<b>Organizational Structure:</b>	This professional will work in a flat organizational structure consisting of one direct supervisor, a number of program peers, and other organizational specialists. They will operate as collaboratively and independently with the support, direction and supervision of the Manager.
<b>Qualifications and Experience:</b>	<p><u>Education &amp; Experience</u></p> <ul style="list-style-type: none"> <li>• Post-secondary one year certificate or two year diploma from a recognized post-secondary institution in a related field.</li> <li>• Minimum one year of related experience in an admissions role, and/or customer service, customer relations setting in a relationship building sales environment.</li> <li>• Experience dealing with high volume of inquiries, by way of e-mail, phone, and in person.</li> <li>• Intermediate level computer skills including: minimum keyboarding skills at 45 wpm, word processing and data entry skills, spreadsheet development, and database and e-mail management.</li> </ul> <p><u>Skills &amp; Abilities</u></p> <ul style="list-style-type: none"> <li>• Ability to communicate effectively in English, both verbally and in writing.</li> <li>• Ability to interpret and apply College, Government, and departmental policies, procedures and guidelines.</li> <li>• Ability to effectively respond to a wide variety of inquiries in a customer-first courteous, pleasant and helpful manner and provide assistance, information and referral when necessary.</li> <li>• Ability to communicate in other languages an asset.</li> <li>• Ability to organize and prioritize work tasks.</li> <li>• Ability to problem solve</li> </ul>

<p><b>Qualifications and Experience:</b></p>	<ul style="list-style-type: none"> <li>• Ability to calmly and effectively work with periods of high volume.</li> <li>• Ability to multitask and work with frequent interruptions.</li> <li>• Ability to demonstrate strong fellowship and leadership skills.</li> </ul> <p><u>Hours &amp; Days of Work</u></p> <ul style="list-style-type: none"> <li>• The full time position (40 hours per week), will normally fall Monday to Friday, from 8:30 am – 5:00 pm as determined by the needs of the department, and as assigned by the Department Manager.</li> <li>• The part time position (20 - 30 hours per week), will normally fall Monday to Friday, from 10:00 am – 3:30 pm as determined by the needs of the department, and as assigned by the Department Manager. One day may include an 8:30 am staff meeting.</li> </ul>
<p><b>Roles and Responsibilities:</b></p>	<p>For Columbia College to become successful, each of its customers (including staff and students) must succeed. To achieve this requires a clear understanding of everyone’s roles and responsibilities as well as a commitment to fulfilling said responsibilities.</p> <p>As will be noted in reviewing the list of roles and responsibilities below, it consists of two distinct parts. First is a set of generic roles and responsibilities. This is followed by a list of specific roles and responsibilities. The generic roles and responsibilities are included in every position description at the College. The specific roles and responsibilities are specific to this position, and department.</p> <p>All responsibilities listed below will be carried out under the general direction and supervision of the Student Services Manager.</p>

### **Professional Code of Conduct**

Our success in the workplace is based on how proficient we are at utilizing our knowledge and skills and how effectively we conduct ourselves each day as professionals in satisfying the needs of our internal and external customers, and the goals of our organization. The following list describes many professional behaviours that can help us become more effective. The more skilled we become at applying each of these behaviours, regardless of our position in the organization, the more successful we will become.

#### **1.0 Professional Approach and Ethical Behaviour**

- 1.1 As a professional, demonstrates pride in their work and is honest, moral, ethical, honorable, trustworthy, and acts with integrity
- 1.2 Is pleasant, polite, punctual, positive, friendly, smiles, and asks how they may help others
- 1.3 Is reliable, responsible, accountable, loyal, engaged, and enthusiastic about their work
- 1.4 Is compassionate, caring, and finds meaning and fulfillment in their work
- 1.5 Tries to be constructive, pro-active, and acts as a protagonist
- 1.6 Contributes to a safe, secure, and environmentally-friendly workplace and world

- 1.7 Views adverse experiences as learning opportunities and recovers quickly from such experiences
- 1.8 Keeps personal bias out of the workplace, does not use profanity, and respects cultural differences
- 1.9 Dresses appropriately for the workplace in a neat, clean, and well-groomed manner
- 1.10 Contributes to the organization via volunteering, coaching, and mentoring others
- 1.11 Is active in their professional association (where appropriate)

## **2.0 Interpersonal Relations and Teamwork**

- 2.1 Treats all individuals in an equal, fair, and just manner (does not label, or discriminate against others)
- 2.2 Is a good role model and synergistic team member who is personable, sociable, cooperative, collaborative, has a sense of humor, and is well mannered
- 2.3 Is considerate and sensitive to others needs and uses tact and diplomacy when required
- 2.4 Is respectful, courteous, and sincere (does not belittle, intimidate, or insult others)
- 2.5 Views each client, patient, student, customer, and co-worker as a valued customer whose needs must be satisfied before they or their organization can succeed
- 2.6 Is available, approachable, and may develop close personal relations (avoids romantic situations)
- 2.7 Offers support, assistance, is flexible, and helps build a positively connected team and organization
- 2.8 Makes allowances for others mistakes by showing empathy, understanding, and forgiveness
- 2.9 Is open to constructive criticism, and takes responsibility for one's errors by apologizing, and correcting them
- 2.10 Avoids conflicts of interest and respects others' workspace and privacy (e.g. FOIP)
- 2.11 Seeks help from others and offers help to others to become more efficient and effective

## **3.0 Self-Concept and Confidence**

- 3.1 Projects a positive self-concept and feels internally confident, yet does not dominate interactions
- 3.2 Functions well in ambiguous situations
- 3.3 May assume responsibility and leadership when required yet remains humble and gracious at all times
- 3.4 Demonstrates self-efficiency by following through on commitments in order to achieve outcomes
- 3.5 Considers themselves equal to others and demonstrates such in their interactions

## **4.0 Communication**

- 4.1 Demonstrates effective listening, speaking, and writing skills
- 4.2 Helps to keep team members informed of changes in the department and/or organization
- 4.3 Develops more effective ways to improve verbal and non-verbal communication (e.g. tone of voice)
- 4.4 Respects others privacy and confidentiality (does not engage in gossip)
- 4.5 Maintains emotional control and encourages others to do the same
- 4.6 Deals with difficult situations and sensitive issues in a professional manner
- 4.7 Avoids engaging in disagreements and arguments in public. Seeks assistance when necessary.
- 4.8 Follows the organization's technology use policy

## **5.0 Life-Long Learning and Professional Development**

- 5.1 Continues to increase their knowledge and skills to become more competent (e.g. credit courses, workshops, seminars, conferences, professional books, journals)
- 5.2 Shares newly developed approaches based on leading edge research
- 5.3 Monitors changes and makes or recommends needed adjustments
- 5.4 Keeps informed about changes affecting their profession, department, organization, and industry
- 5.5 Acknowledges when they do not know something and seeks to increase their competence

## **6.0 Problem Solving/Decision Making**

- 6.1 Either individually or within a team, identifies work-related and customer-based problems/challenges
- 6.2 Helps others to view problems and concerns as challenges and even opportunities
- 6.3 Seeks input from those affected by work-related or customer-based problems
- 6.4 Is more effective when they actually identify the problem as opposed to a symptom
- 6.5 Assesses and analyzes problems by using such techniques as brainstorming, nominal group technique, Delphi technique, reframing, and lateral thinking
- 6.6 Objectively determines the most efficient and effective solution to each problem/challenge
- 6.7 Tries to make fair and just decisions that contribute to the common good
- 6.8 Effectively implements solutions in a timely manner
- 6.9 Monitors and evaluates solutions and takes further corrective action as needed

## **7.0 Creative Thinking and Innovation**

- 7.1 Is more creative by asking 'why' and more innovative by asking 'what if'
- 7.2 Takes calculated risks and is willing to recommend and/or initiate change

## **8.0 Negotiating or Conflict Resolution**

- 8.1 Identifies customer or employee issues when a conflict first arises by listening to and determining their wants, needs, and concerns.
- 8.2 Effectively uses conflict resolution and problem solving techniques

- 8.3 Effectively negotiates and helps others resolve issues in conflict by focusing on facts and not emotions
- 8.4 Turns to qualified professionals to resolve situations involving harassment, bullying, or violence

## **9.0 Organizational and Time Management Skills**

- 9.1 Practices one-touch policy by taking immediate action to solve simpler challenges (e.g. does not put paper, emails, etc. in piles) and develops a plan to take action on more complex challenges
- 9.2 Uses electronic calendar to plan regularly occurring daily, monthly, and yearly meetings and activities
- 9.3 Maintains an organized office, desk, files, documents, and working environment
- 9.4 Is prepared in advance for appointments and meetings (meeting etiquette)
- 9.5 Sets SMART individual and/or team goals by completing assignments, reports, etc. in an accurate and timely manner (does not procrastinate)
- 9.6 Lets others know if they are unable to meet a commitment, must change a priority, or needs help

## **10.0 Stress Management**

- 10.1 Maintains composure under pressure and draws on their internal strength to succeed during difficult times
- 10.2 Effectively deals with negative situations in a positive manner
- 10.3 Maintains a balance between personal and professional life
- 10.4 Maintains a positive, focused, and more productive environment by reducing negative stress

## **11.0 Leadership Style**

- 11.1 Effectively contributes to the organization's vision, mission, directions, goals, and Code of Conduct
- 11.2 Encourages others to adopt a positive leadership style (does not use threats or punishment)
- 11.3 Stimulates interest and enthusiasm on the part of others and contributes to positive employee morale
- 11.4 Coaches, advises, mentors, and counsels others where appropriate
- 11.5 Motivates others to achieve their intrinsic and extrinsic rewards through recognition, praise, and where possible through empowerment
- 11.6 Brings out the best in others which helps them channel their energy and experience greater satisfaction
- 11.7 Seeks new opportunities or approaches that will increase customer satisfaction, respect, and loyalty
- 11.8 Networks with others outside the organization and builds relationships that will benefit the organization
- 11.9 Bases leadership practice on collective vision, beliefs, as well as professional attitude and values
- 11.10 Builds a sense of shared values that bind others to a common cause and/or direction
- 11.11 Encourages and promotes a culture based on trust and respect

## **12.0 Performance**

- 12.1 Continually seeks new ways to more efficiently and effectively perform their duties and responsibilities which contributes to the financial success of the organization, and as a result, also increases job security
- 12.2 Is committed to continuous improvement in the quality of goods/services their customer/patient/client/student experience
- 12.3 Contributes to the long-term growth and success of the organization by providing such outstanding customer service that current customers refer new customers on an ongoing basis
- 12.4 Firmly believes that only when each internal and external customers succeed, will they succeed

## **Specific Roles and Responsibilities**

### **13.0 Professional Conduct**

- 13.1 Serve as an effective Ambassador of the College.
- 13.2 Promote and foster a supportive student learning environment.
- 13.3 Provide excellent, quality customer service.
- 13.4 Ensure effective, accountable stewardship of student information and institutional resources.
- 13.5 Promote awareness and understanding of institutional policies and procedures, ensuring accurate interpretation and fair and equitable application.
- 13.6 Demonstrate knowledge and competence in job-specific duties.
- 13.7 Demonstrate a willingness for continual improvement and professional growth.
- 13.8 Demonstrate a sense of ownership for their position and responsibilities.
- 13.9 Demonstrate a knowledge or familiarity of other schools and industry expectations for employment.

### **14.0 Management Style**

- 14.1 Appropriately delegate responsibility to others (as needed).
- 14.2 Seek input and feedback prior to making decisions that affect other stakeholders.
- 14.3 Work with others to improve department and organization effectiveness.
- 14.4 Constantly seek newer, faster, better and more effective ways to achieve results.
- 14.5 Continually work at improving quality of program/department and organization.
- 14.6 Be accurate and detail oriented.

### **15.0 Goal Setting and Teamwork**

- 15.1 Provide input for realistic, measurable, challenging and achievable annual goals.
- 15.2 Provide input for a variety of short term goals in order to achieve annual goals.
- 15.3 Involve team members in setting goals.
- 15.4 Assist to constantly monitor progress in goal attainment and keep relevant others informed.
- 15.5 Identify hurdles to goal achievement and takes corrective action.
- 15.6 Encourage team members to share ideas and concerns related to program/department goal achievement.
- 15.7 Be focused and committed to achieving goals and success.

## **16.0 General Management**

- 16.1 Attend and/or conduct team meetings as required.
- 16.2 Continually help other team members become more effective.
- 16.3 Continually strive to maintain and improve morale of others.
- 16.4 Keep their supervisor informed of serious matters.

## **17.0 Business Planning, Budgets, and Corporate Reporting**

- 17.1 Assist in providing accurate and timely documents and reports.
- 17.2 Assist in effectively managing approved expenditures.
- 17.3 Assist in achieving or exceeding enrollment/revenue goals.
- 17.4 Assist in achieving or exceeding customer satisfaction goals.
- 17.5 Assist in achieving or falling below expense goals.
- 17.6 Contribute to effective marketing plans for the program/department.
- 17.7 Assist in developing an effective yearly planner for program or department.
- 17.8 Help train and develop highly effective team members.
- 17.9 Help maintain up to date program/department policies, procedures, forms and documents.
- 17.10 Help contribute to an effective program/department and college calendar.
- 17.11 Help contribute to the annual review of the customer satisfaction survey results.
- 17.12 Help prepare reports to supervisor and accreditation, licensing (and/or sponsoring, contracting), authorities.

## **18.0 Service Delivery and Development**

- 18.1 Continually assess the effectiveness of service for each department.
- 18.2 Continues to improve the delivery of services.
- 18.3 Work with team members to improve the effectiveness of the department.
- 18.4 Help to make changes to the department in response to the changing needs of employers, receiving institutions, and students.

## **19.0 Student Customer Focus**

- 19.1 Help to maintain up-to-date and accurate student documents, records, reports and files before, during, and after enrolment.
- 19.2 Help to monitor individual student progress and ensure appropriate counsel is provided.
- 19.3 Help to continually monitor and improve the satisfaction level of students.
- 19.4 Help to ensure the provision of needed assistance to each student in obtaining employment or acceptance into an educational program.
- 19.5 Help to constantly improve the success of college graduates.

## **20.0 Convocation Ceremonies**

- 20.1 Attend and assist with leadership as it relates to convocation ceremonies.
- 20.2 Assist with the preparation for the annual convocation ceremonies for entire college.
- 20.3 Assist with development and implementation procedure and policies for convocation.

## **21.0 Provide admissions and enrollment support:**

### **General duties:**

- 21.1 Clarify information and service needs through effective listening and proactive assessment.
- 21.2 Provide continual service management according to College and government guidelines.
- 21.3 Be up-to-date on current changes regarding government regulations, policies and procedures.
- 21.4 Demonstrate a keen interest in increasing enrollments through continuous follow-up activities and encourage referrals through careful and supportive case management.
- 21.5 Refers the non-routine and/or complex inquiries to the Student Services Manager.
- 21.6 Provide backup assistance and support for the Student Services Manager or other team members.

### **Prospecting duties:**

- 21.7 Ensure applicants understand fully their program of interest and the details of the program delivery including content and program expectations.
- 21.8 Ensure each prospect and applicant is entered in CRS and all fields are updated and filled in correctly.
- 21.9 Set up and provide College tours, assist with test drives, information sessions, individual appointments, or other appropriate actions for students as they go through the decision-making process.
- 21.10 Responds accurately and in a timely manner to inquiries from prospects seeking admissions information.
- 21.11 Provide accurate information regarding admissions, registration, student records, fees, and financial information.
- 21.12 Demonstrate good judgment and objectivity in assessing all prospective students to ensure that they have the traits, and characteristics to stay committed to completing their programs and to find employment.
- 21.13 Makes appropriate referrals to other Admissions Advisors, College departments, and resources, as required.
- 21.14 Captures required data for marketing purposes and record it in a timely manner in the Columbia Registration System.
- 21.15 Maintains an organized approach to follow-up activities.
- 21.16 Demonstrates a keen interest in increasing enrollments through continuous follow-up.
- 21.17 Provide backup assistance and support for admission advisors that require assistance during peak times and vacation periods.

### **Admissions duties:**

- 21.18 Assist applicants as they move through the selection and enrollment process.
- 21.19 Participate in the planning, organizing and delivery of student information.
- 21.20 Maintain accurate financial records and up-to-date information in CRS
- 21.21 Follow-up with academic assessment results.
- 21.22 Ensure smooth entry of students in College Prep Program



- 21.23 Ensure that all required enrollment documents are prepared and signed by the student prior to the start date of their program.
- 21.24 Help provide support/intervention, with the cooperation and support of the appropriate program chair and/or designate and other advisors as required, for students who are not meeting the College's requirements for progress, attendance, and/or non-academic expectations.
- 21.25 Act as a liaison for other departments to ensure that student enrollment is efficient and delivered with a high degree of customer service.
- 21.26 Assist the chair/s or designate/s in the successful realization of the program's enrollment goal.
- 21.27 Discuss the implications of withdrawal, readmission, stepping out and appeal procedures with students as needed.

**22.0 Perform other related duties and responsibilities as required.**