



Human Resources Office

Student Enrollment/CRM Specialist **\$42,000-\$47,000 Annually**

Clinton Community College is an integral part of its North Country region, providing open-access higher education to students for nearly six decades. A member of the comprehensive State University of New York system, the College fosters a workplace based on a strong climate of mutual respect and inclusiveness, recognizing that learning experiences will be broader, richer, and more meaningful for all members of our community. Located in the Adirondack Coast of New York, the College location in Plattsburgh is a wonderful place to live and work.

The Student Enrollment Specialist reports to the Director of Admissions and is responsible for communicating enrollment related information through the admission's CRM and providing enrollment services and communications to students in other forms. The Specialist will assist students and visitors by providing general information about admissions, financial aid and student records. She/he also helps organize and run campus tours, recruitment events, and initiatives and supports the Director of Admissions with enrollment data reporting. This is a twelve-month Coalition position.

Responsibilities:

1. Provide student-centered customer service in person, phone, and through digital communications and CRM communications plans.
2. Proactively engage with prospective students throughout the enrollment process using the CRM capabilities, including email campaigns, SMS, and personalized communications.
3. Utilize the CRM to manage applicant and prospect data, ensuring accuracy and timeliness of information in the system.
4. Track and report on student engagement metrics, application progress, and enrollment trends using the CRM's data analytics tools.
5. Work with the admissions team to design and implement workflows, automations, and communications that enhance the student journey.
6. Answer the main Admissions phone number and Inbox as well as specific numbers/emails/texts as specified in marketing campaigns.
7. Thoroughly assess the needs of inquiries by asking appropriate questions.
8. Provide visitors with requested information, thoroughly explain the information, and make appropriate referrals within the department or college as is appropriate.

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9. Answer and appropriately direct incoming phone calls; Return messages (electronic, voice, etc.) as quickly as possible.
10. Prepare all types of enrollments related outgoing mail as needed.
11. Enter and maintain enrollment documents submitted by students (applications, transcripts, test scores, financial aid supporting documents, etc.) in the student information system, evaluate for completion and forward to the appropriate individual.
12. Process readmission for returning students.
13. Maintain confidentiality of student records by following FERPA regulations, carefully monitoring student records at the workstation for security, and properly storing all student records.
14. Schedule and help organize enrollment events via the CRM and other means (i.e. placement tests/registrations).
15. Appropriately display and distribute written material, ensuring that information displayed is current and supplies of materials are sufficient.
16. Update Admissions web pages and coordinates a web presence for enrollment services at Clinton Community College.
17. Maintain current knowledge of enrollment related matters (Admissions, Financial Aid, Immunization, Registrar, Housing, Bursar, Academic Programs, Special Programs (e.g. PEP) and Degrees, etc.).
18. Assist students in using the college website to answer general questions, locate forms, application portals, applications, and important dates or steps for specific procedures.
19. Attend appropriate meetings or events.
20. Perform other duties as assigned which support the mission and initiatives of the college, which may include:
 - a. Support and process documentation for International Students and Athletes.
 - b. Process and release decisions, including, Nursing acceptances.
 - c. Train and coordinate workload for work study student/student ambassador(s).
 - d. Generate and update SOPs (standard operating procedures documents).

Minimum Qualifications:

Minimum Qualifications: Associate's degree required; bachelor's preferred. Working knowledge of modern office terminology (Microsoft Office), procedures, and equipment; working knowledge of the enrollment related processes; ability to type and operate a personal computer and utilize common office software programs including word processing, spreadsheet, student



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information system, CRMs, and databases accurately at an acceptable rate of speed; ability to set up, store, and retrieve appropriate forms, charts, and other tabular listings; ability to understand and follow oral and written instructions; ability to communicate effectively (written, verbal, electronic, etc.); ability to assist with the informational needs of individuals; ability to work well with others in a team and student environment; familiarity with and appreciation for the mission of a community college.

To apply:

The search will remain open until it is filled. Please email your resume to:

hr.recruiting@clinton.edu

Clinton Community College
136 Clinton Point Drive,
Plattsburgh, New York, 12901

Clinton Community College, a member of the State University of New York System, is an Equal Opportunity/ Affirmative Action employer and complies with ADA requirements. Consistent with the Americans with Disabilities Act, applicants needing reasonable accommodations during the employment process should advise HR as necessary