Working Title: Associate Advisor
UWTitle/Level: Associate Advisor
Position Reports to: Associate Dean for Distance Learning and Continuing Education

Position Summary:
Advise students pursuing degrees, primarily in Education majors, through the Distance Learning Center. Serve as liaison between Education programs and the Distance Learning Center. Participate in student recruitment and marketing development. Serve as the Distance Learning Center’s alumni liaison. Perform other duties in the Distance Learning Center and Center for Continuing Education/Extension as assigned.

DUTIES AND RESPONSIBILITIES:
1. Advise students pursuing degrees through the Distance Learning Center.
   - Provide academic advising for students learning at a distance, including planning of student academic programs, course schedule planning, facilitating access to services, and facilitating other academic processes such as prior learning assessment. Primary advising will be for students preparing to enter the Elementary Education major or other education programs. Advising may also be assigned in the Health and Wellness Management, Individually Designed, and Sustainable Management majors as well as new majors as they develop.
   - Work closely with academic departments and other student support units as appropriate in advising.
   - Work collaboratively with other Distance Learning Center advisors as well as other university advising and student services offices.
2. Serve as liaison to Education programs for the Distance Learning Center
   - Attend Education department and program meetings
   - Communicate regularly about changes in policies, procedures and practices between the units
3. Participate in the Distance Learning Center’s student recruitment program.
   - Travel to student recruitment events and public information sessions as scheduled to recruit and advise prospective students.
   - Work within tribal communities to facilitate student access to Distance Learning programs.
   - Participate in planning the student recruitment program.
4. Participate in the Distance Learning Center’s student support and communication program
   - Prepare e-newsletters and other communications to Distance Learning students
5. Serve as Alumni liaison for the Distance Learning Center
   - Work with the UW-Superior Alumni Association to develop the Distance Learning Chapter
   - Communicate with alumni through social media and other channels
   - Attend Distance Learning alumni events
6. Other related duties as assigned
   - May supervise employees and/or have an active role in strategic planning and assessment.
KNOWLEDGES, SKILLS AND ABILITIES:
- Knowledge of distance education practices.
- Knowledge of adult learner concepts and practices.
- Ability to provide effective academic advising for adult learners
- Skill in effective leadership and teamwork.
- Effective written and oral communication skills.
- Skill in use of computing productivity tools and social media. Skills with CRM (Customer Relationship Management) systems and/or academic recruiting software will be considered an asset.
- Demonstrated ability to work with and advise a variety of racial and ethnic groups and underrepresented populations.
- Ability to demonstrate good judgment and analysis in decision-making and problem-solving.
- Ability to exhibit creativity, self-direction and the capacity for independent work, multi-tasking and organizational skills.
- Ability to reach, recruit and grow Distance Learning enrollments.
- Ability to work in a fast-paced setting as part of a team.
- Ability to build and maintain positive interpersonal relationships with students, faculty, staff, outreach sites and others.
- Ability to work with confidential and sensitive information and records.

MINIMUM QUALIFICATIONS:
- Bachelor’s degree.
- One year part-time experience (minimum 50% appointment) providing academic advising for students.
- Must possess a valid driver’s license.

DESIRABLE QUALIFICATIONS:
- Degree in Elementary Education or related field
- Professional experience in education, particularly working with or teaching adult students
- Familiarity with Wisconsin Department of Public Instruction teacher licensure standards