UNIVERSITY OF WISCONSIN–SUPERIOR
POSITION DESCRIPTION
Campus Visit Coordinator
Office of Admissions

Working Title: Campus Visit Coordinator
Hayes Hill Title/Level: Associate Student Services Coordinator
Position Reports To: Executive Director of Admissions

Position Summary:
The Campus Visit Coordinator is responsible for planning and executing campus visit programs for prospective students and their families by serving as the point of contact for visitors before, during and after both personalized visits and large events hosted through the Office of Admissions. Responsibilities include building personalized visit agendas that fulfill visitors’ needs and comprehensively representing the University of Wisconsin-Superior through the planning and implementing of Preview Events, orientation events, daily visits, group visits, and other related events. The Campus Visit Coordinator serves as the primary supervisor for the Campus Ambassador student staff and serves as the office manager in certain administrative capacities under the direction of the Executive Director related to purchasing, inventory management, front desk and phone management, weekly outgoing mailings, and some data entry.

Duties and Responsibilities:

Planning and Executing Visit Programs & Related Duties
- Respond to and plan all incoming daily visit inquiries which revolve around a highly-customized campus visit experience
- Outreach and scheduling appropriate faculty and staff based upon daily visit type and event needs
- Room scheduling and management based upon visits needs
- Communication to prospective students throughout the visit process including custom email/phone/text/mailing outreach as well as ensuring appropriate automated communication is running and updated through CRM
- Ensure sufficient student Campus Ambassador staffing at all events and daily tours and backfill when necessary
- Collaborate with Assistant Director of Admissions to ensure sufficient and appropriate Admissions Counselor staffing as it relates to various visit events while monitoring staff availability due to recruitment travel
- Manage the overall visit experience and customer service experience for all prospective student guests and their families including overall appearance of the admissions suite

Supervision of Campus Ambassador Student Employees
- Recruit, interview, hire, train and motivate Campus Ambassador employees serving in the capacities of campus tour guides and front desk staff including authorizing time approval and raises
- Schedule and monitor Campus Ambassador workloads to ensure proper office and tour coverage
- Conduct Campus Ambassador performance evaluations, implement expectations and guidelines, and enforce set policies

Management of Front Desk and Daily Office Operations
- Manage all incoming phone calls on main line and direct to appropriate staff or faculty member
- Hire, train and supervise student front desk employees as needed
- Manage all drop-in visits and inquiries
- Manage admissions email inbox and incoming mail that arrives to the Yellowjacket Union
- Assist with CRM, SIS and other database projects as needed
• Assist with budget management including purchase requisitions, ordering, inventory management, budget transfers, meal requisitions, and other related tasks as assigned by the Executive Director of Admissions
• Coordinate other student-led tours requested by the University under the guidance of the Executive Director of Admissions
• Manage CRM data loads
• Manage database integrity and clean-up for CRM and SIS integration as needed
• Manage input and updates of student lists into Transfer Online Orientation
• Manage a portion of outgoing print communication under direction of Executive Director of Admissions including periodic postcard mailing, letters, and packets
• Complete mandatory trainings and professional development as assigned
• Other duties as assigned under the Executive Director of Admissions

Knowledge, Skills and Abilities:
• Knowledge of office administration and management procedures
• Ability to anticipate, identify and adopt to change as it relates to events and unexpected circumstances
• Ability to hire, train, supervise and motivate student employees
• Strong written and oral customer service and communication skills
• Ability to prioritize assignments to meet deadlines and meet customer needs
• Ability to learn new technology-based skills quickly as they relate to our SIS, CRM, and other systems
• Strong Microsoft Office Suite skills especially as it relates to Excel and mail merge
• Strong organization skills
• Ability to commit to the highest ethical standards and work with confidential and sensitive information and records
• Ability to participate in evening and/or weekend events as necessary

Required Qualifications:
• Bachelor’s degree from an accredited institution
• Demonstrated customer service experience
• At least one year of professional experience relevant to this position

Desirable Qualifications:
• Database management experience
• Experience working within a college admissions office
• Experience supervising student employees