



West Valley - Mission

Community College District

CLASS SPECIFICATION

SENIOR ENROLLMENT AND FINANCIAL SERVICES ADVISOR

Classified Position (Non-Exempt Status)

Classified Office, Technician & Business Services Salary Schedule – Range 61

DEFINITION

To establish and conduct student enrollment outreach and recruitment strategies and initiatives; to perform financial aid duties requiring specialized knowledge; and to provide administrative support to assigned supervisor.

DISTINGUISHING CHARACTERISTICS

This is the advanced journey level in the Enrollment and Financial Services Advisor series. Positions at this level are distinguished from other classes within the series by the level of responsibility assumed, complexity of duties assigned, independence of action taken, by the amount of time spent performing the duties, and by the nature of the public contact made. Employees perform the most difficult and responsible types of duties assigned to classes within this series, including student outreach and recruitment activities, and the more complex technical duties of the department, particularly in the area of financial aid programs and services. Employees at this level are required to be fully trained in all procedures related to assigned areas of responsibility.

SUPERVISION RECEIVED AND EXERCISED

Receives direction from the Director, Enrollment and Financial Services.

May exercise technical and functional oversight over assigned technical staff.

EXAMPLES OF ESSENTIAL DUTIES - Duties may include, but are not limited to, the following:

Plan, prioritize, and review the work of student ambassadors assigned to a variety of outreach events and activities.

Develop schedules and methods to accomplish assignments ensuring work is completed in a timely and efficient manner.

Provide technical and functional oversight to lower level staff; participate in evaluating the activities of staff, recommending improvements and modifications.

Provide and coordinate staff training; work with employees to correct deficiencies.

Work with college departments and divisions to develop and coordinate a recruitment plan that is in alignment with college, matriculation, and equity goals, and state or federal mandates.

Develop and maintain effective partnerships with K-12 schools and community partners, to achieve statewide student success goals focusing on common standards for college and career readiness.

Initiate, coordinate, and present comprehensive outreach services to prospective students, their families, and high school partnership programs using both on-site and progressive digital delivery methods.

Review documents related to department operations, policies and procedures; identify potential changes to or problems with office operations and procedures; propose solutions or modifications to improve processes and service levels.

Monitor expenditure of funds and oversee outreach budget activities; recommend budget revisions and expenditures; prepare purchase requisitions.

Perform the most difficult and complex work related to financial aid programs and services, in compliance with applicable federal, state, and local laws, rules, and regulations.

Lead or participate in college and district committees, task forces, and other work groups to further the goals and objectives of the department, college, and district.

Provide and coordinate training in financial aid programs and services for high school staff, counselors, and other district staff as needed.

Build and maintain positive working relationships with co-workers, other district employees, and the public using principles of good customer service.

Foster an environment that embraces diversity, integrity, trust, and respect.

Be an integral team player, which involves flexibility, cooperation, and communication.

Perform related duties as assigned.

MINIMUM QUALIFICATIONS

Knowledge of:

Principles and practices of technical and functional oversight and training.

Current educational and financial programs, services, trends, and issues at the community college level.

Student enterprise systems related to admissions, financial aid, assessment, and recruitment.

Student eligibility requirements for a variety of state and federal aid programs; methods and practices of financial aid needs assessment and award packaging.

Pertinent federal, state, and district rules, regulations and policies.

Effective recruitment and outreach methods, tools, and techniques.

Ability to:

Provide technical and functional oversight over assigned staff; effectively train staff.

Perform the most complex duties related to financial aid programs and services.

Intermittently, review documents related to department operations; observe, identify and problem solve office operations and procedures; understand, interpret and explain department policies and procedures; explain operations and problem solve issues for the public and with staff.

On a continuous basis, sit at desk for long periods of time; stand when conducting outreach events; intermittently twist to reach equipment surrounding desk; perform simple grasping and fine manipulation; use telephone; write or use a keyboard to communicate through written means; and lift or carry weight of 25 pounds or less.

Plan, organize, and coordinate effective student outreach activities that address the complete enrollment and financial services process.

Establish and monitor recruitment baselines and goals.

Develop budget recommendations and monitor expenditure of funds.

Make oral presentations before large and small groups.

Learn and implement technology skills that complement recruitment plans and strategies.

Use sound judgment in recognizing scope of authority.

Operate and use modern office equipment including computers and applicable software.

Maintain regular attendance and adhere to prescribed work schedule to conduct job responsibilities.

Utilize appropriate safety procedures and practices for assigned duties.

Communicate effectively orally and in writing.

Relate effectively with people of varied academic, cultural, and socio-economic backgrounds using tact, diplomacy, and courtesy.

Establish and maintain effective, cooperative, and collaborative working relationships with others.

Perform evening and weekend work, and travel, as needed.

Experience and Education

Any combination of experience and education that would provide the required knowledge and abilities is qualifying. A typical way to obtain the required knowledge and abilities would be:

Experience

Two years of responsible journey experience similar to Enrollment and Financial Services Advisor with the West Valley-Mission Community College District.

Education:

Equivalent to an Associate's degree from an accredited college with major coursework in a business, general education, or a related field.

License and Certificate

May need to possess an appropriate, valid California driver's license as required by the position.

EEO Category: Technical/Paraprofessional

Date Approved: July 1, 2017