



DATE ISSUED: 11/09
FLSA: Exempt
PTO: VCS

JOB DESCRIPTION

TITLE

Coordinator, Customer Relations Management

JOB SUMMARY

This position will serve as the senior liaison for Customer Relations Management tracking. Responsibilities to include, input acceptance and denial decisions for Graduate applications into Colleague, create and mail letters based on Datatel's CRM, create and maintain all document templates, develop and setup new document tracks, research and resolve CRM issues, ensure all document tracks are run accurately and on time. Work is performed under general supervision and performance is based upon completion of assignments and results obtained. The performance evaluation is conducted through the performance evaluation system and in accordance with the University Policies & Procedures.

ORGANIZATIONAL RELATIONSHIPS

Reports to: Supervisor, Student Records

Supervises: No Supervisory Responsibilities

PRIMARY DUTIES - May include, but not limited to the following:

- Inputs acceptance and denial decisions for Graduate applications into Colleague.
- Creates and mails letters based on Datatel's CRM.
- Creates and maintains all document templates.
- Develops and setups new document tracks.
- Creates or updates new email and/or mail merge documents.
- Verifies the accuracy of all data files created using CRM.
- Researches and resolves CRM issues.
- Informs management of support issues, backlogs or errors.
- Analyzes data and processes to recommend efficient use of CRM.
- Produces CRM reports.
- Acts as the SR liaison for CRM tracks that involve other departments.
- Ensures all document tracks are run accurately and on time.

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Responsible for managing adequate supply of materials.
Ensures each document is folded, sealed, and inserted with the proper attached per the specification of each document track.
Download applications from UT.
Monitors and responds to emails in the SR Evaluation public folder.
Provides user test plans and feedback of software to ITS.
Trains new and continuing staff members on the CRM process.
Responsible for timely answering of phone calls using the ACD system.
Provides customer service to students, faculty and staff.
Advises students on using online application status tool.
Add/remove holds.
Inputs, maintains, and assists in processing computerized data.
Organizes, maintains and researches unidentified documents.
Provides quality control.
Serves as one of SR web spinners.

ADDITIONAL DUTIES

Assists with special events.
Indexes documents into GMedia
Shreds documents for the department
Proofs documents to verify entry into GMedia
Mails information to prospective and current students
Performs other duties as requested.

EDUCATION

Bachelor's degree required.

EXPERIENCE

At least 3 years experience required, preferably in Admissions, Student Records, Registrar's or Financial Aid Office.

REQUIREMENT

Regular and reliable attendance at the University during regular scheduled days and work hours is an essential function of this position.

KNOWLEDGE, SKILLS, AND ABILITIES - The following are essential:

Working knowledge in any or all of the above areas. Bilingual in Spanish would be helpful.
Knowledge of current admission standards and registration requirements.

Knowledge of personal computer and mainframe applications relating to the processing of admissions and registration.

Skills in evaluating and supervising employees, providing direct training when needed.

Ability to deal effectively with students, parents, employees, and administration.

Ability to communicate effectively, orally, in writing and by telephone.

Skill in dealing with the public and students in a courteous and professional manner.

A commitment to a student center customer service philosophy.

Ability to prepare financial and other statistical reports.

Ability to function in multi-campus environment.

Ability to give presentations to groups regarding admissions and registration.

Ability to use a personal computer and other office equipment.

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PHYSICAL DEMANDS

The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

While performing the duties of this job, the employee is occasionally required to stand, walk, sit, use hands to finger, handle or feel objects, tools or controls, reach with hands and arms, climb stairs, talk or hear. The employee must have the ability to occasionally lift and/or move up to 25 pounds. Specific vision abilities required by the job include ability to distinguish the nature of objects by using the eye.

WORK ENVIRONMENT

Employees are responsible for performing their duties in an environment that is free from discrimination, intimidation, coercion or harassment, including sexual harassment. Work is performed primarily indoors in an office setting. The noise level in the work environment is low to moderate. The employee may be required to travel.

SAFETY

Assists in the creation of a culture of safety and environmental protection by performing work safely in accordance with departmental safety procedures. Operates equipment safely and reports any unsafe work conditions or practice to supervisor.

The job description does not constitute an employment agreement between the employer and employee and is subject to change by the employer as the needs of the employer and requirements of the job change.

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Employee Signature: _____ **Date:** _____

Texas Woman's University strives to provide an educational environment that affirms the rights and dignity of each individual, fosters diversity, and encourages a respect for the differences among persons. Discrimination or harassment of any kind is considered inappropriate.

Texas Woman's University is committed to equal opportunity in employment and education and does not discriminate on the basis of race, color, religion, sex, sexual orientation, or ethnic origin, age, veteran's status, or against qualified disabled persons.

All positions at Texas Woman's University are deemed security sensitive requiring background checks.