

**FLORIDA STATE COLLEGE AT JACKSONVILLE
JOB DESCRIPTION, 2024**

CAMPUS TOUR COORDINATOR

FLSA STATUS: NON-EXEMPT – PAY GRADE: 15 – C

JOB FAMILY: STUDENT SERVICES JOB FUNCTION: STUDENT SERVICES

GENERAL STATEMENT OF JOB

The Campus Tour Coordinator showcases the college, fosters a welcoming environment, and provides an exceptional visitor experience for prospective students and their families and coordinates all aspects of campus tour requests and visits, from scheduling to meeting visitors' needs. The Campus Tour Coordinator uses a Customer Relationship Management (CRM) system to collect and maintain prospective student contact information, and ensures timely follow-up communications and satisfaction surveys. This position also collaborates with college faculty, admissions staff, and enrolled students to create a positive and energizing tour experience. This position assists in training Navigators (student workers who conduct campus tours), student ambassadors, and college staff to deliver extraordinary campus tours; promotes tours; manages marketing collateral; and supports large college-wide events such as open houses.

CHARACTERISTIC DUTIES AND RESPONSIBILITIES

Coordinates all aspects of individual campus tour requests and visits; manages scheduling, tour guides, and visitor disability accommodations; and ensures daily seamless and personalized tours for prospective students and their families.

Collaborates with designated College departments to coordinate and deliver content that broaden the participant's knowledge of college offerings, function-specific tours for special populations, including but not limited to summer camp participants and New Student Orientation attendees. Ensures that each tour aligns with visitors' unique interests and inquiries and enhances their understanding of the institution.

Delivers highly informative and engaging campus tour visits for various prospective student populations, especially individual high school students and their families.

Manages receipt of and responds to college tour requests and reviews and acknowledges incoming requests; maintains open lines of communication; provides tailored information; and contributes to an efficient response time and exceptional visitor experience.

Utilizes CRM to effectively and efficiently collect, maintain, and update prospective student contact information, guarantees accurate and up-to-date records and allows for targeted communications.

Employs CRM system tracking for timely follow-up communications such as satisfaction surveys, monitors responses, and ensures prospective students receive timely and relevant information, and enhances their engagement and satisfaction with the college.

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Facilitates the handoff of school and community partner group requests to designated recruitment team members, and guarantees that specific tour requests are appropriately directed and addressed to maintain efficiency in daily operations.

Collaborates with college faculty, admissions staff, program representatives, and enrolled students to ensure a positive, energizing experience for campus tour visitors, fostering a sense of community and shared engagement.

Coordinates with public safety and campus facilities personnel and ensures that tour guests have a safe, secure, and accessible visit.

Prepares campus tour reports for the Director of Student Recruitment and summarizes tour data and feedback to inform decision-making and future improvements and ensures continuous enhancement of the campus tour experience.

Identifies services, supports, and activities prospective students might need in order to meet their educational goals.

Performs other related duties, as required.

SUPERVISION RECEIVED

Supervision is received from the appropriate supervisory staff.

SUPERVISION EXERCISED

Supervision may be exercised over assigned part-time, temporary, and/or contract staff and student employees.

MINIMUM QUALIFICATIONS

Associate's degree from a regionally accredited college or university and one (1) year of related experience.

PREFERRED QUALIFICATIONS

Bachelor's degree from a regionally accredited college or university and three (3) years of related general customer service, event coordination, communication, and/or campus involvement experience.

MINIMUM QUALIFICATIONS OR STANDARDS REQUIRED TO PERFORM ESSENTIAL JOB FUNCTIONS

Physical Requirements: Must be physically able to operate a variety of equipment including computers. Involves some physical effort, such as standing and walking, or frequent light lifting (5-10 pounds); or minimal dexterity in the use of fingers, limbs, or body in the operation of shop or office equipment. Task may involve extended periods at a keyboard.

Data Conception: Requires the ability to compare and/or judge the readily observable, functional, structural, or composite characteristics (whether similar to or divergent from obvious standards) of data, people or things.

Interpersonal Communication: Requires the ability to speak and/or signal people to convey or exchange information. Includes giving and receiving instructions, assignments and/or directions.

Language Ability: Requires the ability to read a variety of correspondence, reports, forms, lists, etc. Requires the ability to prepare correspondence, reports, forms, requisitions, etc., using prescribed format. Requires the ability to communicate with a broad array of individuals from various professional backgrounds.

Intelligence: Requires the ability to apply rational systems to solve practical problems and deal with a variety of concrete variables in situations where only limited standardization exists; to interpret a variety of instructions furnished in written, oral, diagrammatic, or schedule form; to acquire knowledge of topics related to occupation.

Verbal Aptitude: Requires the ability to record and deliver information, to explain procedures, to follow oral and written instructions. Must be able to communicate effectively with subordinates, co-workers, the public, supervisors, etc.

Numerical Aptitude: Requires the ability to utilize mathematical formulas; to add and subtract; multiply and divide; to determine decimals and percentages; to perform high school algebra and to utilize descriptive statistics.

Form/Spatial Aptitude: Requires the ability to inspect items for proper length, width and shape, and visually read various information.

Motor Coordination: Requires the ability to coordinate hands and eyes rapidly and accurately in operating modern office equipment and machinery.

Manual Dexterity: Requires the ability to handle a variety of office machines, etc. Must have minimal levels of eye/hand/foot coordination.

Color Discrimination: Requires the ability to differentiate between colors and shades of color.

Interpersonal Temperament: Requires the ability to deal with people beyond giving and receiving instructions. Must be adaptable to performing under stress and when confronted with persons acting under stress, imposed by frequent deadlines, peak workload, or public/student contact.

Physical Communication: Requires the ability to talk and hear: (Talking: expressing or exchanging ideas by means of spoken words. Hearing: perceiving nature of sounds by ear). Must be able to communicate via telephone.

Environmental Requirements: Tasks are regularly performed without exposure to adverse environmental conditions.

Effective: 10/11/23

Revised: 8/22/24