**University of Maine**

**Job Description**

**Title**: UMaineOnline Advisor

**Department**: Division of Lifelong Learning/UMaineOnline

**Date:**  April, 2023

**Reports To:** ExecutiveDirector, Academic Program Support and Online Learning

**Location**: Orono, ME or Remote

**PURPOSE:** The Online Advisor is responsible for providing direct advising support to students inquiring about and enrolled in, online graduate and undergraduate programs at the University of Maine. The Advisor serves as the primary point of contact for prospective UMaineOnline students from the point of inquiry to the completion of an online undergraduate or graduate program. The Advisor will ensure that UMaineOnline students are supported in all aspects critical to their success and retention, including services related to orientation, registration, proactive interventions, assessment of learning, and degree planning. The Advisor is a critical member of the UMaineOnline team, representing the needs of prospective and current online students.

**Essential​ ​Duties​ ​and​ ​Responsibilities:**

* Responds to all program inquiries via phone, email,text video chat, and/or one-on-one advising appointments in a timely manner within 24 hours M-F.
* Manages interactions with students and encourages appropriate action including but not limited to tutoring, withdrawal, academic coaching, developmental course , and leave of absence procedures.
* Manages the success of collaborative retention efforts by reviewing student data/reports, and analyzing information according to particular subgroups within Navigate and other university CRM systems.
* Guides new students through program selection based on best fit and supports students with the UMaine admission process.
* Ensures that new students understand online learning and what is required to succeed in an online environment.
* Serves as the primary point of contact for all university-related questions.
* Engages with all prospective and enrolled online program students to ensure they are engaged and supported. Because these students are not frequently (or ever) on campus, building a strong relationship with the advisor is critical to the student’s success. Support will be realized through customized proactive communications from the Advisor in a variety of modalities.
* Oversees the development and maintenance of databases and reports necessary to successfully track individuals from initial inquiry through graduation. Analyzes data to recommend needs of the program population in a proactive fashion..
* Conducts follow up for active/in-active program participants to include: monitoring of retention, academic good standing, and progress towards graduation.
* Oversees the development and maintenance of databases and reports necessary to successfully track individuals from initial inquiry through graduation.
* Analyzes data to recommend needs of the program population in a proactive fashion.
* Develops, reviews, advocates and/or implements changes to the processes and procedures to improve efficiency and effectiveness.
* Demonstrates knowledge about current UMaine programs and academic policies.
* Serves as an advocate for prospective and matriculated students by facilitating interactions between UMaine offices on their behalf, as necessary.
* Advocates for and assists in the implementation of student academic services for online programs, including the administration of university and college academic policies, resolution of student academic problems, grade appeals, graduation certification, change of major requests, course, and University withdrawals and new student orientation.
* Acts as a liaison to departments offering online programs to assist with problem-solving, collaboration, information-sharing, and increased communication.
* Coordinates closely with other faculty and staff to ensure students are provided comprehensive and well-coordinated enrollment and academic advising across both administrative and academic areas.
* Attends student recruitment and virtual and/or in-person tabling events.
* Contributes to the continuous improvement and implementation of comprehensive student services related to online education at UMaine, by building and strengthening collaborative partnerships with other University departments.
* Develops and maintains professional relationships that reflect courtesy, civility, and mutual respect.
* Participates in professional organizations and associations, conferences and workshops as appropriate.
* Serves on the Student Support Services team
* Develops and coordinates communication streams for online undergraduate programs
* Advises incoming first-time students during the Summer Start Program
* Coordinates student registration processes for undergraduate certificate programs and supports overall undergraduate registration as needed
* Performs other duties as assigned by the Executive Director of Academic Program Support and Online Learning

**Knowledge​ ​and​ ​Skill​ ​Qualifications:**

**Required:**

* Bachelor’s degree in related field required.
* Minimum of 3-5 years related experience, with a minimum of one year experience in an academic and/or career advising position.
* Experience in college student advising; ideally experience with online programs.
* Excellent initiative and organizational skills with the ability to work both autonomously and in a team.
* Understanding and experience with CRM platforms and communication streams.
* Ability to conduct research and synthesize for analysis.
* Effective interpersonal skills in a variety of environments and situations.
* Excellent written and oral communication skills.
* Demonstrated experience working with higher education students, administrators, faculty, and members of the community.
* Demonstrated ability to summarize and analyze data to further mission goals.
* Demonstrated experience tolerating a fast-paced sometimes high stress environment.
* Demonstrated understanding of the unique needs of distance education students.

**Preferred:**

* Master's degree in Counseling, Higher Education, Secondary Education or related field.
* Experience as an Enrollment and/or Academic Advisor for students in online programs.
* Experience working with Salesforce/Target X to create and maintain communication campaigns
* Experience working with exclusively online/hybrid students.
* Experience collecting and organizing data (i.e. surveys, program evaluations, interviews, etc.)
* Experience with online student retention programming

**Supervisory Responsibility:** Students and temporary employees, as needed.

**Work Environment:** The Division of Lifelong Learning is a fast-paced, entrepreneurial Division requiring flexibility, open-mindedness, and ability to evolve and adapt to changing needs of the market and the university.

**Work Year:** Full-time, fiscal year.

**Work Schedule:** Normal University of Maine business hours are Monday through Friday 8:00

a.m. to 4:30 p.m. Due to the nature of the position, work beyond regular hours (to include evenings

and weekends) will be necessary to meet the requirements of the position. The employee shall

establish regular office hours and in consultation with the supervisor, adjust the work schedule as

Appropriate to accommodate the needs of students and the unit.

**Position Type:** On-going, base budgeted.

**Schedule for Evaluation:** In Accordance with UMPSA Agreement.

**Job Family/Salary Grade:** 18/03

Appropriate background checks are required.

All UMS employees are required to comply with applicable policies and procedures, as well as to complete applicable workplace related screenings, and required employee trainings, such as Information Security, Safety Training, Workplace Violence, and Sexual Harassment.