

Support Position Description

Section I Position Information	Update Only <input type="checkbox"/> Classification Review <input type="checkbox"/>
Position Title	Information Centre Attendant
Position #	
Department	Information Centre
Classification Level	
Reports to	Coordinator, Information Centre
Effective Date	April 1, 2017
Position Summary Briefly describe the main purpose(s) of the position	<p>As a primary contact for prospective students, provides general information about the university's programs, services, and key selling features. Assists current students by responding to enquiries and providing detailed information in a diverse variety of areas, directing the enquiry to the appropriate department or escalating the case for further investigation.</p> <p>The incumbent will work to support service provided through the Information Centre with the expectation to assimilate and communicate the AU mandate with awareness of how their individual and collective contribution facilitates student contact and connection with the AU community.</p> <p>The incumbent will demonstrate commitment to service quality and efficiency and champion the efforts of the Information Centre team.</p> <p>This position involves working in a team-oriented setting that requires coordination and sharing of information using Customer Relationship Management (CRM) software.</p>

Duties and Responsibilities

Organize by key responsibility area and include % of time spent where possible

Student Support (70%)

- Information Centre Attendants field in-coming calls and emails to the university in response to prospective and current student queries. Attendants often respond to complex and diverse inquiries, which include disseminating accurate policy and procedural information. It may also entail dealing with difficult students.
- Provides general information to prospective students about distance education including features and key selling points; delivery methods and options; admission and registration policies and procedures; course and program offerings; and fees, financial assistance, and awards. Creates contact records and makes appropriate referrals as required.
- Responds to inquiries about admission and registration status; transcript evaluation procedures; tutor hours, availability, and related information; course contract dates; prerequisites; change in delivery mode; course extensions and withdrawals; examinations, marks, and grades; challenge for credit; graduation status and procedures; special needs; and course materials inventory and course availability. Creates service cases and resolves, refers to an appropriate department or service, or escalates the case for further investigation.
- Refers specific questions to other appropriate sources of information including the IT Help Desk, the Office of the Registrar, Library, Academic Centres, Ombudsperson’s Office, etc.

Documentation and service tracking (15%)

- Enters data into a database to track prospective student information requests sending follow-up messages when appropriate.
- In compliance with FOIPP legislation and following best practices within an enterprise system, documents the nature of current student inquiries.

Service improvement (10%)

- Engages in and contributes to department staff training, workshops, and coaching sessions to support a focus on service quality and continuous improvement.
- Supports training programs for new staff by providing assistance with job shadowing and onboarding activities.

Administrative Support (5%)

- Other duties as assigned

Occupational Health and Safety

Responsible for awareness of one's OHS related responsibilities as an AU employee and for participating in the AU OHS Program as required.

Classification Factors

Context and Complexity

The incumbent works in a fast paced environment under changing conditions with very high demand for services. This position requires excellent communication, time management, and interpersonal communication. Confidentiality and sensitivity to controversial issues is expected.

The incumbent is among the most influential public persons for the university and there are extraordinary expectations that a positive image of the university is maintained and enhanced.

The incumbent must have the ability to identify, isolate, and communicate student problems from and to all manner of students and all levels of the university including management. They must be able to offer effective, expeditious, and satisfactory solutions to problems. They must also have the ability to negotiate with students on timelines to find solutions to difficult problems and they must, when necessary, be assertive and control conversations to gather relevant information.

The position requires complete familiarity with all aspects of the university including courses, programs, services, new initiatives and the organizational structure. The complexity of policies and procedures in all university departments must be fully understood and interpreted. The ability to interpret information is crucial, and as substantial aspects of the university's operations/procedures change, the incumbent must assimilate new information frequently.

The need to simultaneously handle information requests while searching for answers on a database as well as entering data on software programs further complicates the position and requires above average computer skills and knowledge of databases, spreadsheets, and other software programs.

The incumbent has diverse and complex duties which have an impact on the university's overall student recruitment, student services, and public affairs objectives.

<p>Work Problems</p>	<p>The Information Centre Attendant must work under extreme pressure of large volumes of phone calls and email—with peak periods creating extraordinary demands—while accommodating numerous information requests. Dealing with difficult people further complicates the position.</p> <p>The incumbent’s work involves answering questions on variable situations requiring analysis and interpretation of regulations, policies, and procedures. Evaluative thinking is required to assist the public amid rapidly changing situations and procedures. The work performed is open to public scrutiny and criticism and therefore must be accurate and of unquestionable quality. Stress is commonplace due to the nature and volume of the calls as well as the need to be aware of the exceptions that are present in each application.</p> <p>The person must have the ability to remember the status of multiple outstanding problems, must be comfortable with multi-tasking on computers yet be able to focus on one task at a time. They must be able to identify potential problem areas in policy, practice, or procedures within the university and suggest solutions.</p>
<p>Authority</p>	<p>Following general guidelines and working under minimal supervision, there is the need for sound judgement and decision-making abilities in interpreting and communicating information about the university and its programs, services, policies, and procedures.</p> <p>The accuracy and tone of communication is significant in recruiting and retaining students and poor communication could have a significant impact on the university’s operations. In essence, responsibilities and accountability are relatively large in context to the overall operations of the university and errors have a substantial impact and they are often difficult to correct.</p>
<p>Contacts and Communication</p>	<p>Information Centre Attendant has access to confidential student information and must be in compliance with FOIPP requirements. There is ongoing and high volume contact with diverse publics such as prospective and current students, all levels of university staff, and external publics including private and non-profit organizations as well as public organizations and government departments, agencies, and boards.</p>

Signatures for Section I

Incumbent's Signature _____

Date _____

Supervisor's Signature _____

Date _____

Section II Qualifications

Includes education, experience, skills, abilities and any other special qualifications required. The qualifications relate to the position not the incumbent

- Completion of a university or college business, public relations, communications, marketing or related program and a minimum of one year experience in a customer service, information, or help desk environment. An equivalent combination of education and/or experience may be considered. A working knowledge service tracking systems will be an asset.
- Must demonstrate outstanding oral skills and friendly telephone demeanor combined with the ability to deal with callers – including difficult ones – confidently, empathetically, and knowledgeably.
- Must demonstrate active listening skills and be able to apply effective questioning and analytical techniques.
- Must demonstrate basic written communication skills with the ability to respond to student queries with utilization of system tools (ex: templates), forwarding complex cases when required.
- Expectation to gain and apply comprehensive knowledge of university organizational structure, operations, services, regulations, policies and procedures to assist in addressing student queries.
- Commitment to lifelong learning and value for continuous improvement demonstrated through previous work experience.
- The ability to work as part of a team and contribute to service quality and efficiency provided through the Information Centre.
- Above average technical skills and working knowledge of common software applications (database, word processing, spreadsheets, tracking systems).

Signatures for Sections I and II

Department Head Signature _____ Date _____

Executive Officer Signature _____ Date _____

Human Resources Review _____ Date _____