



Job Title

Admissions and Enrollment Coordinator

WESLI Overview

Founded in 1981, WESLI (Wisconsin ESL Institute) has earned an excellent reputation in the Madison community, among Midwestern universities and colleges, and with our international partners for equipping international students with the skills needed to succeed in competitive academic and professional environments and for providing a wonderful cross-cultural experience for our students. Today, WESLI offers over 30 courses across seven levels, an online English program, English for the workplace, and a TEFL certification program.

WESLI has a long history of a strong community atmosphere, as teachers and staff care about students personally while they assist them academically. Most staff members have lived abroad, speak one or more foreign languages, have years of experience teaching English, and have been at WESLI for more than 10 years. WESLI is a collaborative workplace with a team approach, which allows employees to grow in skills and responsibilities according to employees' performance and interests and WESLI's needs.

WESLI's Mission

WESLI prepares international students to be collaborative leaders in their chosen academic and professional environments

Position Description

Under the supervision of the Director, the Admissions and Housing Coordinator will 1) manage WESLI's enrollment and pre-arrival materials for new and current students and provide advising and advocacy for international students studying abroad in Madison, Wisconsin; 2) serve as the contact-point for in-person communications and front desk responsibilities; and, 3) depending on skills and experience, either provide housing coordination for students and hosts through WESLI's Homestay program, or develop and implement marketing and recruitment strategies for promoting WESLI programs locally and abroad, engaging with partners and agents, and managing marketing materials.

Responsibilities and Duties

50% - Admissions and Enrollment

Enrollment – Oversee, track data, and manage enrollment and application process for all students

- Data Entry of all student's application for variety of programs in Local Database
- Process Applications, collect documents and advise on admission process
- Lead front desk work during new students registration
- Update student information in the Local Database and perform audits for accuracy
- Communicate with Agents: create, distribute and revise invoices, answer questions

- Enroll students in health insurance and communicate with students, staff, and insurance companies regarding insurance

Immigration – As DSO, provide immigration support for students (training can be provided)

- Advise on best immigration practices
- Issue immigration documents
- Handle Overseas Conditional Admissions (OCA) paperwork and requests

Financial Duties – Manage/maintain the financial page of FileMaker Pro, tracking student payments, issue commissions and managing petty cash

- Receive Payments & Log all transactions in Local Database
- Track Petty Cash and bus pass inventory
- Issue late fees for students and make payment plans as necessary
- Track and pay agent commissions

Administrative Duties – Manage front desk and administrative services as appropriate

- Manage adequate levels of all supplies
- Answer all phone calls, Whatsapp messages, emails, and walk-ins and provide general information about WESLI and it's programs in a promoting style
- Help with New Student Welcome tasks (IDs, welcome, payments, books, lunch)
- Offer a wide variety of information to help students adjust to life in Madison
- Record front desk financial transactions
- Assist with opening/closing building daily
- Assist with building space reservations for activities and events
- Support Custom programming

Flex Responsibilities and Duties (dependent on skills and experience) - only one applies

50% - Housing Coordination

Housing and Booking Management - Manage student housing needs before and after arrival, track payments, and onboard new homestay hosts

- Process new student homestay requests in timely manner and for best fit
- Assist current students with Homestay requests
- Support Homestay Host Recruitment and Process New Homestay Host applications, visits/interviews/background check and recruitment
- Research and maintain alternate housing options availability in the area
- Manage/Maintain housing database and available Homestay documentation and tracking in Google Drive
- Gather feedback and evaluation from homestay students and host families
- Mediate issues and emergencies that arise in homestays
- Update Homestay Guidelines/Information as needed
- Track payments student payments, host stipends, and create a weekly cash flow report for directors
- Build relationship with hosts and agents for better stakeholder experience; coordinate homestay newsletter

- Secure local housing needs for custom programming

Arrivals Coordination - Manage the Pre-Arrival coordination for each student or group, working with the administrative team to execute requests

- Coordinate new arrivals (with directly with student or education agent)
- Obtain arrival details from all incoming students & log in database
- Arrange housing placement in Homestay
- Coordinate pickup arrangements with host family pickups
- Send confirmation with pickup/housing/registration details & instructions
- Answer calls from "Housing/Pickup Emergency" phone line (after hours)
- Prepare student welcome packets and housing preparation for hosts and students

50% - Marketing and Recruitment Coordination

Marketing and Promotion - Strategize and implement a promotional plan for WESLI programs

- Update and distribute marketing/promotional materials as needed
- Update and manage Website and Social Media
- Develop and implement outreach campaigns for alumni, market areas, new partnerships, universities, etc.

Recruitment - Co-develop and implement student recruitment strategies and engage with agents and partners locally and internationally - international travel required

- Plan with the Director on the overall marketing and recruitment strategy for WESLI
- Develop partner relationships and develop new organization relationships to grow enrollments
- Manage proposals for new marketing opportunities, and work with the Director in making decisions about feasibility
- Consult with the Director on agency commission and promotions
- Collaborate with the Director to research, decide, and implement which cities, study abroad fairs, and agents to visit in the countries selected
- Manage travel responsibilities for recruitment including preparing, travel, recruitment events, and post-travel tasks including contact follow up

Basic Qualifications

- Bachelor's degree (or significant office work experience)
- 3+ years professional work experience, preferable in student service, international studies or similar
- High attention to detail and organization
- Strong interpersonal and communications skills
- Ability to work in a fast paced and dynamic environment
- Ability to work independently with minimal supervision as well as the ability to work collaboratively
- Student-centered and customer service oriented attitude towards problem solving
- Ability to resolve conflicts in a timely and efficient manner
- Eligibility to work in the US without employer sponsorship
- Familiarity with international students a plus
- Preferred knowledge of other language than English (not required)
- Preferred experience as a DSO (not required)

Preferred Qualifications for Recruitment/Marketing

- 2+ years marketing, sales and communications experience in the ESL industry
- Proven track record of increased enrollments
- International Experience in recruitment and marketing or related

Job Requirements

This is a full-time (40 hr/wk) position, Monday through Friday, with working hours between 8am and 5pm based at WESLI in Madison, Wisconsin to provide in-person student services. Note that recruitment and marketing tasks, if qualified and assigned, do require travel outside of the Monday through Friday working hours.

Compensation: Compensation is commensurate with the candidate's education and demonstrated experience. Expected starting pay around \$45,000 annually, commensurate with experience and qualifications.

WESLI offers full medical, eye and dental insurance benefits, enrollment in 401K, long-term disability, compassionate leave, paid vacation, and Madison Metro transportation benefits.

To apply:

Send resume and cover letter to Ashley Micklos at careers@wesli.com. Applications will be reviewed on a rolling basis with received applications starting review on January 29, 2024. We are ideally looking for someone to join our team by March 1, 2024.