

Job Level	Call-A-Ram Program Manager	Project/Prog Management Level I
Oversight Received	<ul style="list-style-type: none"> <li>* The CAR Program Manager's primary responsibility is the day-to-day supervision of Call-A-Ram, including assisting with student recruitment, supporting the hiring of students, motivating caller success through an incentive program, boosting caller retention, training, and participating in the planning, implementation, and evaluation of phone-a-thon campaigns.</li> </ul>	<ul style="list-style-type: none"> <li>▪ Works with close oversight of project/program accomplishments</li> </ul>
Problem Solving	<ul style="list-style-type: none"> <li>* Establish and create motivation contests and games for each shift to motivate, engage, and incentivize student callers.</li> <li>* Analyzes and creates reports to make recommendations to the Associate Director.</li> <li>* Authorizes calling scripts and revise as needed. Identify areas for improvement or areas of opportunity.</li> <li>* Administers updates, maintenance, and provides recommendations on the phone-a-thon dialing software, currently CAMPUSCALL; ensure equipment and supply needs are met for call center</li> <li>* Plans, designs, implements and manage a retention strategy to motivate and reward high quality callers.</li> </ul>	<ul style="list-style-type: none"> <li>▪ May provide recommendation on analysis, project identification, design, communication, and integration for program</li> <li>▪ Identifies and escalates potential project/program hurdles and pitfalls</li> </ul>
Interaction/ Communication	<ul style="list-style-type: none"> <li>* Oversee the day-to-day shift management of the call center before, during, and after students arrive. Responsible for opening and closing the call center each day.</li> <li>* Determines all aspects of operations for the entirety of each calling shift including evaluating the quality and consistency of calls through monitoring and coaching with each caller, while maintaining a professional and motivating atmosphere in the call center.</li> <li>* Oversees ongoing student recruitment efforts, keeping the required number of students on staff to meet the fundraising goals for the call center.</li> <li>* Responsible to evaluate the quality and consistency of calls through monitoring and coaching each caller.</li> </ul>	<ul style="list-style-type: none"> <li>▪ Single point of contact for programs, initiatives, or projects</li> </ul>
University Impact	<ul style="list-style-type: none"> <li>* The Call-A-Ram Program Manager participates as an essential member of the Annual Giving team and provides oversight and coordination of Call-A-Ram, CSU's telephone outreach program.</li> </ul>	<ul style="list-style-type: none"> <li>▪ Impact of projects/programs is short term (within current year) duration</li> <li>▪ Program participation tends to be elective</li> <li>▪ Projects/programs may be sub-sets of larger institutional initiatives</li> </ul>
Financial/ Budget Responsibility	<ul style="list-style-type: none"> <li>* Manages a \$150,000+ budget for student payroll and incentive programs.</li> </ul>	<ul style="list-style-type: none"> <li>▪ Recommends and administers program budget</li> <li>▪ Program budget is small</li> </ul>
People Management	<ul style="list-style-type: none"> <li>* Manages 30-50 student callers and 5 student managers.</li> </ul>	<ul style="list-style-type: none"> <li>▪ May have responsibility for up to two support staff FTEs</li> </ul>