



## Ask Benji Communication Specialist

**Education Forward Background:** [Education Forward Arizona](#) was created through the collective will of diverse sectors and communities across the state to change the way people think about and support education as the key driver to improving the economy and the quality of life in Arizona. Education Forward Arizona launched in August 2021 combining the talent, resources, and missions of Achieve60AZ, Expect More Arizona and College Success Arizona to be an even stronger force for education. At Education Forward Arizona, we believe that improving the quality of education in Arizona will improve the quality of life for all Arizonans. The organization is focused on improving education outcomes for students at all levels by being a statewide voice for P-20 education, implementing effective programs, and advocating for policy change.

**Position Summary:** The Ask Benji Communication Specialist will report to the Program Manager and will be responsible for responding quickly and accurately, in writing, to user/student inquiries that are received through the chatbot platform, primarily on the topics of FAFSA completion & college applications. Ask Benji is a digital program dedicated to increasing FAFSA completion rates among Arizona high school seniors and providing resources and reminders for students going on to postsecondary education. Ask Benji is not a recruitment tool for any college or university.

### Job Responsibilities:

- Monitor chatbot dialogue for exchanges between user and bot environment, follow up with the user as needed to provide correct information or additional context
- Assist with planning the academic year campaigns and testing of messages within the chatbot platform
- Monitor and respond to incorrect outgoing chatbot AI messages and maintain a corrected chatbot FAQ
- Handle incoming messages from chatbot users, respond accurately and add to chatbot FAQ's library where necessary
- Monitor chatbot platform inbox for escalation and respond promptly and appropriately
- Support campaign development for Chatbot (outgoing messages for high school juniors and seniors about college and financial aid applications and processes)
- Coordination with communications team to align chatbot messaging with social media and other outgoing communications
- Lead in creating a robust FAQs and knowledge base library for seniors and juniors along with testing knowledge for student use
- Stay current with financial aid application guidelines and process
- Support Ask Benji team with additional program needs
- Other duties as assigned

### Required Skills and Competencies:

- Bachelor's degree in Education, Marketing, Communications, or related field
- 1-2 years professional or paraprofessional experience in an educational or business setting providing personalized customer service

- Highly knowledgeable in financial aid and college application process including creating FSA ID and questions related to filling out the FAFSA application
- Comfort and ease with online and technical skills, ability to learn new technologies and platforms quickly
- Experience with outreach, marketing, and communications
- Excellent communication, networking, public speaking, and presentation skills
- Proficient computer skills (Google Classroom, Microsoft Suite, Salesforce, Etc.)
- Excellent customer service and problem-solving skills
- Shows a steadfast commitment to participating as a member of a fully integrated team
- Takes initiative, demonstrates creativity, personable and has a high level of professionalism
- Ability to build relationships with a variety of stakeholders to influence, motivate, and communicate effectively towards aggressive deadlines and ambitious goals
- Ability to manage multiple projects with strong planning and organizational skills
- Ability to work independently, as well as collaboratively, within a team, build effective relationships, and manage multiple projects simultaneously
- Bilingual preferred

**Salary Range:** \$38,000 to \$42,000. Commensurate with experience.

**Job Status:** Full-time, Exempt, Salaried position with benefits package, 35 hours per week.

**Job Location:** Phoenix, AZ. US Work Authorization Required.

Visit [educationforwardarizona.org](http://educationforwardarizona.org) to learn more about our organization.

**Please combine the following documents in an email to [jobs@educationforwardarizona.org](mailto:jobs@educationforwardarizona.org):**

- Cover Letter (Statement of interest and qualifications, based on this description)
- Current resume
- Three professional references

*The statements in this description represent typical elements, criteria and general work performed. This is not an exhaustive list of all responsibilities, duties, and skills for this job. Education Forward Arizona is an equal opportunity, affirmative action employer. It is a strongly held value of the organization that opportunity is not limited by gender, race, class, sexual orientation, disability, or age. All candidates will be evaluated on a merit basis.*

**All employees at Education Forward Arizona are required to be fully vaccinated for COVID-19 as a condition of employment. Education Forward Arizona complies with all obligations to provide reasonable accommodations in accordance with all applicable laws.**