



Ask Benji, Engagement Coordinator

Background: [Education Forward Arizona](#) is a statewide education advocacy organization dedicated to championing education as the key driver to improving Arizona's economy and quality of life. Formed in 2021 by combining three education nonprofit organizations with similar missions, Education Forward Arizona serves as the leading voice for promoting the state's Achieve60AZ education attainment goal and a shared action agenda to move the goals of the [Arizona Education Progress Meter](#) forward.

The organization's work also includes providing scholarships and innovative programs to students and advocating for policies and funding to move education forward in Arizona. Learn more at EducationForwardArizona.org.

Position Summary: 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 to postsecondary education. Education Forward Arizona is seeking an **Ask Benji Engagement Coordinator** to join its team of professionals. The Ask Benji Engagement Coordinator reports to the Ask Benji Program Manager and is responsible for responding quickly and accurately, in writing, to user/student inquiries received through the chatbot platform, primarily on FAFSA completion & college applications. Ask Benji is not a recruitment tool for any college or university.

Essential Duties and Responsibilities:

- Assist in planning the academic year and school custom messages and testing messages with the Mainstay platform Engagement Specialist.
- Coordinate and outline messages for junior and senior students based on their educational direction and post-secondary aspirations.
- Partner with Access Teams to schedule district events and collaborate with Outreach Coordinator on obtaining school event details to incorporate into bot messaging.
- Navigate CRM to update student information or contact updates.
- Monitor and respond to incorrect outgoing chatbot AI messages and maintain and correct the chatbot Frequently Asked Questions (FAQ) library.
- Handle incoming messages and monitor chatbot dialogue from chatbot users, respond accurately, and provide correct information or additional context to Benji's responses.
- May guide a student worker assisting in the live agent feature of the chatbot.
- Lead in creating a robust FAQs and Knowledge Base (KB) library for juniors and seniors and will test new KBs for student use.
- Manage the chatbot platform inbox and escalations and oversee prompt student and parent questions via in-platform responses.
- Support the Ask Benji team with additional program needs and may present at regional events and meet with district partners about Benji updates or assist in recruitment materials.
- Stay updated about federal student aid rules and guidelines and update chatbot FAQs and understandings to reflect current FAFSA trends.
- Other duties as assigned

Required Skills and Competencies:

- 1-2 years of 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
- Comfort and ease with online and technical skills, ability to learn new technologies and platforms quickly
- Primary focus will be on the Ask Benji Chatbot environment
- Excellent communication, networking, public speaking, and presentation skills
- Proficient computer skills (Google Classroom, Microsoft Suite, Salesforce, Etc.)
- Excellent customer service and problem-solving skills
- Ability to build relationships with a variety of stakeholders to influence, motivate, and communicate effectively toward aggressive deadlines and ambitious goals
- Ability to manage multiple projects with solid 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-\$45,000. Commensurate with experience.

Job Status: Full-time, Exempt, Salaried position with benefits package, 40 hours per week.

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

This position is open immediately. The close date for applications is available until filled. Visit educationforwardarizona.org to learn more about our organization.

Please combine the following documents in an email to 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 a partial list of this job's responsibilities, duties, and skills. Education Forward Arizona is an equal opportunity, affirmative action employer. It is a firmly 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 must 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.