



## Associate Director of Enrollment Systems

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**Department:** Admissions

**FLSA Status:** Exempt

**Grade/Level:** N/A

**Work Schedule:** M-F, 8:30 a.m. until 5:00 p.m.,  
weekend and evening work as required,  
12 months. Remote work eligible.

**Job Status:** 1.0 FTE

**Reports To:** Director of Enrollment Systems

**Amount of Travel Required:** 5%

**Positions Supervised:** n/a

### **POSITION SUMMARY:**

Works with the Director of Enrollment System to provides professional and technical support in the development, function, and utilization of the institution's CRM Slate which supports the work of the Institutional Enrollment team. Performs essential functions personally, through others, or in conjunction with designated personnel or outside vendors/experts.

### **ESSENTIAL FUNCTIONS (Duties and Responsibilities):**

#### **Reasonable Accommodations Statement**

Reasonable Accommodations may be made to enable qualified individuals with physical or mental disabilities that substantially limit one or more "major life activities" to perform the essential functions. Essential functions exclude Other Job Function Statement(s).

**Essential Functions Statement(s)** To fully meet job expectations, the incumbent must perform each function in a fully acceptable manner.

#### **Management Functions- Enrollment Systems**

Develops and maintains external facing portals and other CRM functionality.

Coordinates necessary training for IE staff to enhance knowledge of and comfort with the various IE software applications needed for recruitment efforts.

Develops queries and reports for use by institutional enrollment team.

Supports annual communication plan in collaboration with the Dean of Admission and the Associate Director of Communication and Digital Content to effectively run recruitment and enrollment campaigns across multi-channel including print, email, social media platforms, college search platforms, etc.

Lead on HTML enhancements within Slate

**Other Job Function Statement(s)** To fully meet job expectations, the incumbent must perform each function in a fully acceptable manner.

Supports through cross training:

- processes by which the yearly 5,000+ applications for admission are submitted, imported, acknowledged and prepared for review.
- processes by which admitted student records are entered into the campus-wide student

information system (Colleague).

- the structure and execution for importing of data from various third-party sources and exporting of data to applicable internal and vendor audiences.

Initiates, builds, and maintains relationships with campus stakeholders who will use the CRM and implements a rigorous training program for new and existing Slate users across the university

Brings awareness of cross-departmental data requirements; assess and communicate the impact that decisions made for one department may have on another, or on the College as a whole.

Provides general assistance with departmental administrative tasks.

Attends job related workshops, meetings and/or conferences.

Performs other duties as assigned.

**POSITION QUALIFICATIONS:**(The **minimum** knowledge, skills, abilities, licenses, certifications, and behaviors necessary to perform the essential functions of the job at a fully acceptable level.)

**KNOWLEDGE:**(Defines the mental aspects of the job. Knowledge is obtained through **education, experience, training, licensure, certification, or through a combination of the aforementioned.**)

**Minimum:** Bachelor's degree from an accredited four- year college or university. Intermediate Slate user – defined as having at least 1-2 years' experience with implementing, customizing, and managing Slate, along with a solid knowledge base of enrollment management, CRM systems, or other related fields.

**Preferred:** Experience with higher education software applications, preferably Ellucian's Colleague, as well a background in marketing/communications.

**LICENSE or CERTIFICATION** (To include, but not limited to: State requirements, e.g., counselor or nurse; professional certification in a specified discipline, e.g., Certified Public Accountant.)

**SKILLS** (The **application of knowledge** by the manual, verbal, or mental manipulation of data, words, people, or things necessary to fully meet job expectations of the essential functions.)

To fully meet job expectations, an individual must:

- Demonstrated understanding of SQL or other query languages. Comfort with and ability to quickly adopt new technologies and systems.
- Proven experience in managing IT-related resources such as CRM, websites, and systems.
- Utilize Microsoft Office (Word, Excel, Outlook, PowerPoint) or appropriate alternative software to create efficient and accurate: documents, records, files, reports, presentations, or communiqués;
- Communicate effectively using a variety of styles and techniques appropriate to inform or persuade the intended audience.
- Supervisory or management experience with the ability to train and mentor staff, deliver constructive feedback, and continually refine processes to align with new and best practices in the field.

**ABILITIES** (*Natural talents, developed proficiencies, and or other job-related requirements.* This section includes **observable behaviors or behaviors that produce observable** results necessary to fully meet job expectations of the essential functions.)

To fully meet job expectations, an individual must have the ability to:

- work evenings and weekends;
- maintain regular and consistent attendance;
- travel for professional development;
- maintain valid Driver's License and clean driving record;
- use cognitive skills to: solve problems, pay attention to detail; organize work or assigned projects; develop, plan, and implement goals;

- convey thoughts clearly and concisely, listen well, and ask appropriate questions as needed;
- work collaboratively with all levels of employees;
- work under general supervision;
- balance multiple projects and unstructured tasks within deadlines;
- work under pressure while maintaining a professional demeanor;
- work with all levels of employees and or third parties;
- maintain confidentiality regarding sensitive matters;
- reflect professional appearance and behavior at the office and at all work-related activities;
- model high standards of honesty, integrity, trust, and ethical behavior.

**BEHAVIORS** (Required by the institution of all employees within a classification (exempt, nonexempt, managerial/supervisory) necessary to fully meet job expectations of the essential functions. and are formally reviewed during the annual performance evaluation process.)

To fully meet job expectations, the following must be demonstrated:

- Independence of Action/Initiative – Exercises good judgment in problem solving and decision making;
- Service Orientation – Exhibits a 'customer friendly' demeanor with internal and external customers;
- Resourcefulness/Creativity – Presents a variety of options to fulfill job responsibilities and meet workplace objectives;
- Communication Skills – Presents ideas effectively. Conveys thoughts clearly and concisely.
- Listens well and asks appropriate questions;
- Teamwork – Works effectively with other employees. Offers help when needed.

**PHYSICAL REQUIREMENTS:** The following represent the physical requirements of the essential job functions: Physical activities required are finger dexterity necessary to operate equipment used in the position, talking, seeing and hearing. Walking, sitting, bending/stooping, pushing/pulling and minimal unassisted lifting (up to 20 pounds) associated with the job duties is required. Ability to drive a vehicle.

**WORK ENVIRONMENT:** Typical environment is an office setting with moderate noise. May work in other locations on or off campus to include outdoors.

**DISCLAIMER:** The College has reviewed this job description to ensure that essential functions and basic duties have been included. It is intended to provide guidelines for job expectations and the employee's ability to perform the position described. ***It is not intended to be construed as an exhaustive list of all functions, responsibilities, skills and abilities.*** Additional functions and requirements may be assigned by supervisors as deemed appropriate. This document does not represent a contract of employment, and the College reserves the right to change this job description and/or assign tasks for the employee to perform, as the College may deem appropriate.

Employee Signature: \_\_\_\_\_ Date: \_\_\_\_\_

Supervisor Signature: \_\_\_\_\_ Date: \_\_\_\_\_

Executive Signature: \_\_\_\_\_ Date: \_\_\_\_\_