



Job Description

Job Title: Enrollment Systems Analyst

Department: Admission

Reporting Relationship: Reports to Executive Director of Admission

Job Summary:

The Enrollment Systems Analyst is a full-time, 12-month, exempt position responsible for coordinating and facilitating the configuration, maintenance and ongoing implementation of the Customer Relationship Management (CRM) platform and Student Information System (SIS) for the Office of Admission and Financial Aid. This position will actively collaborate with the Office of Information Technology, Office of Communication and Marketing and Institutional Research Council to identify requirements influencing the set up and daily activities associated with the CRM and SIS to support enrollment goals.

This position is responsible for compiling and reporting research data and analysis related to recruitment, admission, enrollment, retention, scholarships, financial aid and related enrollment information. The successful candidate will create, monitor, analyze and report appropriate metrics to inform and guide strategic and operational decisions related to the effectiveness of enrollment, financial aid policies and impact of marketing and recruitment and retention initiatives. Collaborates with the Office of Institutional Research on submission of enrollment data required for external reporting agencies. This position will play a critical role in the institutional research council and should be prepared to report enrollment data to various campus constituents throughout the year.

Key Performance Indicators:

- 1) Assemble data from various sources pertaining to the trends and issues relevant to recruitment, admission, retention, financial aid and enrollment.
- 2) Develop and analyze predictive modeling and forecasting processes used in enrollment planning.
- 3) Prepare written reports and presentations for a wide range of audiences summarizing data analysis results, including detailed description of statistical methods, analysis of results and synthesis of conclusions.
- 4) Implement planned analysis, including data verification and data correction as necessary, using one or more databases, data visualization tools (Tableau), CRM tools (Slate), institutional SIS (Jenzabar) for the management and analysis of admission, enrollment and financial aid data.

Essential Functions:

- Understand functions and work flow of CRM platform (Technolutions Slate) and SIS (Jenzabar) ensuring the proper and timely implementation of recruitment strategies using metrics to demonstrate success.
- Remain current in product upgrades and improvements, providing recommendations and leading enhancement efforts.
- Provide initial in-depth training and ongoing training regarding CRM use to Admission and Financial Aid staff.
- Perform regular data maintenance to ensure accuracy of database(s).
- Create ongoing reports detailing various enrollment metrics.
- Use data visualization tools to present enrollment trends and make recommendations.
- Work with search strategy vendors for licensing and consulting.
- Assist in application processing and enrollment data uploads.
- Represent the Office of Admission and Financial Aid on the Institutional Research Council and with other constituents as assigned.
- Serve as the designated module manager for the Admission and Financial Aid manager modules of Jenzabar EX.
- Maintain current recruitment reports.
- Assist the Vice President for Strategy and Enrollment and Executive Director of Admission in developing a system of predictive analytics used to project enrollment and student success.
- Coordinate institutional responses to all external surveys pertaining to recruitment.
- Represent the college in various state and national organizations.
- Other duties as assigned by the Executive Director of Admission.

Job Qualifications:

Education Required: Bachelor's degree and 4 years of related experience; OR a Master's degree and 2 years of related experience; OR a combination of education and/or related experience totaling 6 years unless otherwise specified under supplemental required education and experience.

Skills Required: Ability to organize and prioritize workload. Ability to meet deadlines. Ability to make data-driven decisions. Excellent interpersonal, verbal and written communication skills including the ability to effectively communicate with a wide range of constituents, including internal staff and senior management. Ability to complete multiple tasks with client-centered attitude. Required to participate in training as office software and/or system changes mandate. Ability to maintain confidentiality.

Preferred Experience:

1. Bachelor's degree in Data Analytics, Statistics, Computer Science, Informatics, or related fields.
2. Experience working with large data sources, extracting and manipulating data related to enrollment management.
3. Demonstrated experience working with multiple and diverse database sources by designing, refining and running complex data queries and producing related reports.
4. Demonstrated skills in identifying the correct issues to be communicated to the appropriate audiences, method and timing of communication.
5. Advanced level computer skills using a Windows based operating system, specifically MS Word, Excel (graphics, pivot tables) and Access query writing.
6. Demonstrated knowledge of research methods, design and analysis including quantitative and qualitative approaches.
7. Experience working effectively in a fast-paced environment with quickly changing priorities.

The successful individual is a strategic thinker and planner; a solution oriented/problem solver; and has a high level of energy, creativity, and enthusiasm. The individual must be self-motivated and be able to set priorities. Must be flexible, adaptable and capable of handling a number of competing duties and responsibilities simultaneously. The successful candidate possesses a strong understanding of the higher education landscape.

Physical/Emotional Requirements: Must be able to make decisions and respond to challenges quickly and with ease. Must be able to assist staff members with unusual and complex issues. Must be able to maintain a strong sense of professionalism and complete confidentiality. Must be able to work in a stressful, time sensitive environment. Availability to work nights and weekends when necessary.