



DESCRIPTION, DUTIES, AND EXPECTATIONS OF POSITION

POSITION TITLE:	ENROLLMENT TECHNOLOGY MANAGER
PERSONNEL CLASSIFICATION:	ADMINISTRATIVE STAFF, FULL-TIME (12 MONTHS) - EXEMPT
DEPARTMENT:	ADMISSION
DEPARTMENT HEAD:	VICE PRESIDENT FOR ENROLLMENT MANAGEMENT
IMMEDIATE SUPERVISOR:	DIRECTOR OF ADMISSION

SUMMARY:

Reporting to the Director of Admission, this position serves as a senior member of the Office of Admission in the Enrollment division. The Enrollment Technology Manager is responsible for developing, implementing, modifying and managing admission office policies and procedures involving electronic information and automation systems and applying such policies and processes—including working with end users—to improve recruitment efforts across the institution. This position directly oversees the admission customer relationship management (CRM) system and its interaction with the enterprise resource planning (ERP) system.

ESSENTIAL DUTIES & RESPONSIBILITIES:

- Serve as the CRM Administrator for the Admissions CRM, TargetX (Salesforce)
- Interface with Information Services department as needed to insure data translation to institutional systems
- Ensure CRM data integrity and cleanliness
- Provide leadership of the development, management, and creation of automated communication campaigns in CRM
- Develop workflows to automate manipulation of prospect and application data
- Train staff on CRM use and best practices. Empower them with knowledge so that they can optimize use of CRM including documentation and best practice standards for end users
- Implement, develop, and maintain templates for imports of all prospect data
- Write analytical, statistical, and comparative reports; help in compiling dashboard data
- Improve the integration and translation of data between the ERP and the CRM
- Monitor CRM system logs and develop error resolution protocols
- Train and provide on-going support to Admission staff on CRM functionality
- Coordinate incoming information from outside vendors
- Continually develop new work processes in CRM to maximize functionalities of system
- If/as needed, provide supervision and leadership of staff overseeing admission-related analytics

JOB REQUIREMENTS AND QUALIFICATIONS:

Knowledge and Skills

- Ability to collect, analyze, and report quantitative and qualitative data related to Monmouth College students, faculty, staff, and curriculum
- Ability to examine, synthesize, and report on information effectively
- Thorough understanding of relational databases
- Strong communication skills, including the ability to convey highly technical concepts to a wide range of internal contacts and to deal effectively with external contractors
- Knowledge of CRM (*Salesforce* and/or *TargetX* a plus)
- Knowledge of ERP (*Ellucian Colleague* a plus)
- SQL query building a plus
- Previous experience in liberal arts education systems a plus

Education and Experience

Bachelor's Degree preferred, Associate's Degree required. Significant experience in Higher Education and/or Admission office operations and/or enterprise CRM environments preferred.

WORK RELATIONSHIPS:

Position reports directly to the Director of Admission. Through the Director, this position reports to the Vice President for Enrollment Management. Position works closely with administrative support personnel in both Admission and Information Systems. Position frequently has general contact with Monmouth College staff, faculty and students.

GENERAL EXPECTATIONS OF POSITION:

Regular and predictable attendance on the job as assigned is an essential function of the position. Maintain office hours as needed or assigned. Conduct is expected to be professional and courteous. Work additional hours as necessary to successfully carry out all position responsibilities and to achieve the position's goals and expectations. Work weekends and evenings as necessary. Maintain confidentiality. Instructions and assignments are to be carried out in a manner that promotes and is consistent with the intrinsic goals of Monmouth College. All requirements are subject to change, with possible modifications made to reasonably accommodate individuals with disabilities.

ADDITIONS, AMENDMENTS, AND DELETIONS:

The whole or any portion of this position description may be added to, amended, or deleted at any time by the position supervisor, department head, or college president.

DISTRIBUTION:

One copy of this document will be provided to the employee, immediate supervisor, and department head. An additional copy will be maintained in the employee's personnel file.