



# Monmouth COLLEGE®

## **DESCRIPTION, DUTIES, & EXPECTATIONS OF POSITION**

<b>POSITION TITLE:</b>	Assistant Director of Enrollment Operations and Communications
<b>PERSONNEL CLASSIFICATION:</b>	Exempt, Full-time
<b>DEPARTMENT:</b>	Admission
<b>POSITION SUPERVISOR:</b>	Director of Enrollment Operations
<b>DEPARTMENT HEAD:</b>	Vice President for Enrollment Management

**Function of Position:** Reporting to the Director of Enrollment Operations, this position serves as a critical member of the operations team within the Office of Admission in the Enrollment Division. The Assistant Director of Enrollment Operations and Communications will support enrollment operations by effectively utilizing the college's Customer Relationship Management (CRM) system (Technolutions Slate) and Student Information System (Ellucian Colleague). This position is responsible for the creation, maintenance, accuracy, and integrity of all prospective student records as well as developing, maintaining, and executing all operational processes, procedures, and communications within the CRM tied to recruiting and enrolling new students.

### **Primary Duties and Responsibilities:**

May include, but are not necessarily limited to the following:

- Provides complex systems support for enrollment and all related enrollment management systems including, but not limited to, CRMs, Document Management Systems, and Student Information Systems.
- Assists in the design, configuration, and administration of the Customer Relationship Management (CRM) platform and its related applications and dependencies in a complex enterprise environment.
- Designs, implements, and delivers CRM and admission operations training to staff and consults with CRM users to ensure that the application meets their needs and keeps pace with changes in operations, policies and procedures.
- Responsible for daily administration and monitoring of enrollment databases including, but not limited to, maintaining users, object/data access, validation rules, record types, workflows/data triggers, fields, process automations, email templates, page layouts, reports/dashboards and other CRM functionality.
- Monitors and maintains accuracy of data integrations between the CRM and the Student Information System and other systems on campus. Assist with troubleshooting issues that arise.
- Responsible for processing lead and inquiry data from various software and online platforms including, but not limited to, purchased names, college fairs, high school visits, and third-party inquiry sources. Assist Office of Student Financial Planning with FAFSA data entry. Assist with processing of application materials as needed.
- Maintains data integrity by developing and performing regular comprehensive data audits and clean-up projects.
- Maintains the applicant and incoming student portals in the CRM to ensure a positive user experience throughout the application and enrollment cycle.
- Creates ad-hoc queries and custom reports, provides analytical support for recruitment events, reports conversion data for various activities, creates processes for data collection, and develops thoughtful analysis in response to questions raised on trends, effectiveness, and correlations.

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- Empowers the enrollment management team with actionable data in order to realize divisional goals and make better enrollment/recruitment decisions and refine our communication strategies.
- Identifies areas of automation and workflow improvement as well as opportunities to optimize the use of existing technology to streamline work processes and create more efficiency for the enrollment team.
- Consults with business users to gather requirements and provide appropriate solutions with a focus on continuous improvement. Supports evaluation of processes and procedures at the end of each enrollment cycle with results being used to improve area operations, efficiency and service to both internal and external stakeholders.
- Serves as primary liaison with marketing vendors that will create a majority of communications content to be delivered out of Slate CRM. Coordinates, implements, and analyzes communications (i.e. email, SMS, print, decision letters) that are delivered out of Slate CRM to prospective students and other stakeholders.
- Masters the fundamentals of Slate CRM to ensure dynamic and professional-looking electronic and print communications are delivered to targeted audiences in an engaging and timely manner.
- Supports the admission team on execution of email and event marketing/communication.
- Manages creation, testing, and release of decision and scholarship award letters through the applicant portal.
- Participates in annual professional development activities/conferences.

**Knowledge, skills, and abilities required:** To perform this job successfully, an individual must be able to perform each duty satisfactorily. The requirements listed below are representative of the knowledge, skill and/or ability required.

- Demonstrated ability to think critically and initiate and implement projects independently.
- Ability to collect, analyze and report quantitative and qualitative data related to Monmouth College needs.
- Strong communication skills, including the ability to convey highly technical concepts to a wide range of internal contacts and to deal effectively with external vendors.
- Previous experience with CRM technology (Technolutions Slate preferred), Student Information Systems (Ellucian Colleague preferred), data analysis and/or statistics, preferably in the context of admission, higher education or similar environment.
- Strong computer skills with the ability to leverage spreadsheets for formulas, data manipulation, and data comparison. Proficiency with Microsoft Office, especially Outlook, Word, and Excel.
- Demonstrated project management skill and experience. Experience organizing and implementing communication plans through a variety of communication channels is a plus.
- Previous experience in liberal arts education systems a plus.
- Familiarity with SQL, HTML, and/or CSS a plus.
- Knowledge of admissions processes and requirements as well as NACAC's Statement of Principles of Good Practice.
- Ability to represent the Admission Office and the College in a professional manner.

**WORK RELATIONSHIPS:** Position reports directly to the Director of Enrollment Operations and provides critical systems support to the recruitment team and events management team within the Office of Admission. Position works closely with staff in Student Financial Planning, Athletics and Information Services and has frequent contact with other Monmouth College staff, faculty and students. Position interacts with outside vendors as needed to manage responsibilities in Slate CRM.

**EDUCATION, EXPERIENCE, AND CERTIFICATION:** Bachelor's degree required. Significant experience in (Assistant Director of Enrollment Operations and Communications 5.17.23)

Higher Education and/or Admission office operations and/or CRM environments preferred.

**GENERAL EXPECTATIONS OF POSITION:** Work effectively and collaboratively with position supervisor. Conduct is expected to be professional and courteous. Duties and responsibilities are to be carried out in a manner that promotes and is consistent with the intrinsic goals of Monmouth College. Regular attendance at work is an essential function of the job. All requirements are subject to change with possible modifications made to accommodate individuals with disabilities.

**ADDITIONS, AMENDMENTS, AND DELETIONS:** The whole or any portion of this description may be added to, amended, or deleted at any time by the position supervisor, Human Resources, department head, or the President.