

**Alverno College
Exempt Position Description**

Position Title: Assistant Director of Admissions – Operations and CRM Management

Department: Admissions

Date: January 2025

Reports To: Vice President for Enrollment

Status: Fulltime/12-month

Primary Function:

Assistant Director of Admissions – Operations and CRM Management is primarily responsible for:

- Managing the computer-based admission system; providing data required for management decisions; supporting the recruitment communication flow; supervising the implementation and processing of inquiries, applications, and acceptances for all populations;
- Harnessing data and providing analysis that will inform and guide Alverno's enrollment management and admissions decisions
- Oversee meeting training needs for staff in regards to new existing and new technology that supports the work of enrollment management and Admissions.

Position manages 3 support staff members in Admissions.

Secondary Function:

Be collaboratively involved with and support college-wide Admissions recruitment efforts

Principal Responsibilities

1. Serve as the functional expert on the college's CRM system, Ellucian CRM Recruit. Look for opportunities to leverage the capabilities of the system to further enhance the recruitment efforts of the Admissions office.
2. Provide technical expertise to support the continuous development, testing, implementation, and maintenance of CRM Recruit processes across all functional areas. Notify staff of timeline and when installation and testing is complete. Contact system vendors for technical assistance.
3. Monitor the integration between the CRM and the ERP system, Colleague. Serving as the Admission office's Colleague Coordinator, participate in monthly meeting, perform testing, request new users and approve security roles, enter support tickets, and maintain overall data integrity between the CRM and ERP.
4. Engage externally with third-party vendors (e.g. Ellucian, Encoura, EAB, National Student Clearing House, Emma, and Mongoose) to transfer and integrate data resources between platforms and systems. Perform regular data pulls for vendor partners. Contact system vendors for technical assistance.
5. Perform daily activities related to the regular maintenance and administration of the CRM. This includes but is not limited to: assisting with the creation of data imports and exports processes; maintaining and updating queries and rules; troubleshooting issues across the system; and developing CRM best practices.

6. Work with the Director of Admissions and admissions staff to manage communication plan and deliver a high volume of messages to contacts within the CRM. Other communication projects as required.
7. Collaborate with members of the admissions team as assigned by the Director, to identify and implement regular and annual improvements to admission processes and CRM. This involves identifying business processes that can be enhanced through creative solutions and developing technical improvements to workflow, efficiency, and security.
8. Provide ongoing analysis on Admissions system use (CRM Recruit, Colleague, Informer, Outlook, etc.) and develop a plan to maximize our use of existing technology, including suggestions to implement new systems to support and improve the enrollment process, our operational performance and our capacity to attain strategic Admissions objectives.
9. Maintain updated documentation of existing and new processes as updates are implemented and, with instruction from the Director of Admissions or other senior members of the admissions staff, provided training and instructions for staff. In addition, the incumbent will create, update, and maintain on an annual basis a detailed timeline of tasks and processes as it pertains to the role.
10. Work with Admissions to identify and carry out approved data projects and reporting to enhance the effectiveness of admissions activities. Look for opportunities to use data to improve recruitment efforts by developing reports for admission planning and analysis; and ensure the integrity of admission data and systems.
11. The position also works internally with other offices, including Financial Aid, Information Technology, Registrar, Student Accounts, Student Development and Success, and Academic Affairs.
12. Supervise record processing support staff and manage the daily administrative operations of the office, including developing procedures to ensure data accuracy, sound file management, timely incoming and outgoing correspondence, etc
13. Support Admissions related events as appropriate (e.g., open house, information sessions, orientations, scholarship award dinner).
14. Respond accurately and in a timely manner to various surveys throughout the year.
15. Perform other duties as necessary to support the mission of the College.

Qualifications

1. Bachelor's degree required. Master's degree preferred.
2. 3-4 years of experience in CRM administration, business analytics, data and research, or information technology required.
3. Requires familiarity with Microsoft Office and database systems, Ellucian Colleague preferred.
4. Requires demonstrated experience leading, guiding and directing others, preferably in a technology and/or higher education environment.
5. Willingness and ability to occasionally travel and work some evenings and weekends.
6. Requires excellent written and oral communication skills including the ability to articulate complex systems solutions to a non-technical population. Requires the ability to communicate and respond to both internal and external customers professionally and in a timely manner. Must have the ability to read, interpret, write and complete documents such as reports, operations plans, general correspondence, and training material.

7. Requires strong organizational skills and the ability to multi-task, prioritize, and work with frequent interruptions. Must have the ability to professionally respond to variations in schedules and plans.
8. Strong problem-solving and collaborative skills including the ability to develop innovative approaches and ideas and meet challenges with resourcefulness.
9. Work independently and collaboratively as a member of a team.
10. Demonstrated effectiveness in achieving goals.
11. Ability to work with diverse clientele.
12. Requires the ability to regularly walk, stand, talk and hear. Must have the ability to frequently lift and/or move up to 10 pounds and occasionally lift and/or move up to 35 pounds.

Working Conditions

General office environment

Occasional travel

How to Apply

Apply online at <https://www.alverno.edu/jobs/apply/login.php>.

Please attach your cover letter, resume, and list of references to the online application

Alverno College is an Equal Opportunity Employer and committed to workplace diversity.