DESCRIPTION, DUTIES, AND EXPECTATIONS OF POSITION

POSITION TITLE: ADMISSION TECHNOLOGY MANAGER

PERSONNEL CLASSIFICATION: ADMINISTRATIVE STAFF, FULL-TIME (12 MONTHS) - EXEMPT

DEPARTMENT: ADMISSION

DEPARTMENT HEAD: VICE PRESIDENT FOR ENROLLMENT MANAGEMENT

IMMEDIATE SUPERVISOR: ASSOCIATE VICE PRESIDENT FOR ADMISSION

SUMMARY:
The Admission 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:

• Interface with I.S. department
• Ensure CRM data integrity and cleanliness
• Assist in the development, management, and creation of automated communication campaigns in CRM
• Develop workflows to automate manipulation of prospect and application data
• 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
• Provide documentation and best practice standards for end users
• Continually develop new work processes in CRM to maximize functionalities of system

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.com 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 required. Significant experience in Higher Education and/or Admission office operations and/or enterprise CRM environments preferred.

WORK RELATIONSHIPS:
Position reports directly to the Associate Vice President for Admission. Through the AVP, 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 attendance on the job 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.