

WARTBURG COLLEGE POSITION DESCRIPTION

Title of Position – Associate Director for Recruitment Services

Preparation Date: June 6, 2018

Function of Position:

Responsible to the Assistant Vice President for Admissions for providing data management, data analysis, admissions communication flow and vendor interaction. Thoroughly understand all aspects of the admission process with how data is used and managed. Serves as the Admissions department primary liaison with Information Technology Services.

Principal Duties and Responsibilities:

- 1) Manage the overall admissions data elements. Ensure accuracy of data by updating processes and checking for errors and duplicates, and improving data efficiencies. Retrieve data from online applications and other outside sources. Create and maintain import/export processes for mass data loads including the data mapping from sources such as Common Application, Royall, SAT, ACT, Cappex, etc. (20%)
- 2) Manage CRM system JRM/(Salesforce) and the data exchange between Jenzabar and Salesforce. Support installation and integration of new applications to Salesforce including SMS Magic, Front Rush Integration, etc. (20%)
- 3) Manage and coordinate all electronic communication and social media initiatives related to student recruitment. This includes collaborating with Marketing & Communication to produce three newsletters a month (student, parent, and faculty/staff) with relevant content and a newsletter to professional school counselors once a term. Managing and delegating work of all communication related to visit days, both email and text messaging. Coordinating communication for offices on campus where work aligns with admissions. (20%)
- 4) In collaboration with the Director of Student Recruitment, develop, implement and disperse all information associated with vendor partnership. Serve as the primary operational contact to vendors by coordinating all data sharing and exchange and disseminating weekly reports for vendors. (15%)
- 5) In collaboration with the Vice President for Enrollment Management, the Assistant Vice President for Admissions and the Director of Student Recruitment, analyze admissions data, generate enrollment projections to inform budget and programmatic decisions. (10%)
- 6) Create and manage application generation methods where applicable for first-years, transfers, and international students. This includes creating emails, managing lists and coordinating mailings of postcards. (5%)
- 7) Supervise two full-time staff. Supervise and train students to assist in duties. (5%)
- 8) Create and develop ad-hoc reports and queries using SQL. (5%)
- 9) Perform other related duties as assigned.

Supervision:

Employee proceeds independently working toward established objectives requiring the use of a wide range of procedures. Employee prioritizes own work and resolves unusual cases in consultation with supervisor.

Minimum Qualifications:

BA with strong data analysis and communication skills, Masters Preferred. Five to seven years of experience in data management, analytics, Microsoft Excel/Access, CRM software, and/or admissions, marketing/public relations. Must be self-motivated and willing to work evenings and weekends. Must be able to plan and organize multiple projects; relate well to diverse constituencies and articulate the value of a liberal arts education. Candidate should also display good problem solving skills, enthusiasm, energy, creativity and a sense of humor.

Application Procedure:

Send letter of interest, including a statement regarding qualities you offer within the context of the Wartburg College mission, résumé, and contact information for three references electronically to: hr@wartburg.edu. See www.wartburg.edu for further information about the college. Screening begins immediately and continues until position is filled.