

WARTBURG COLLEGE POSITION DESCRIPTION

Title of Position – Associate Director for Admissions Data and Analytics

Preparation Date: July 2020

Function of Position:

Responsible to the Executive Director of Admissions for providing data management, data analysis, CRM management, 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, SAT, ACT, Cappex, etc. (20%)
- 2) Maintain the overall admissions data by managing data import/export processes, creating and editing import tasks, fixing data related errors, deduplicating records, and increasing data efficiencies.
- 3) Retrieve data from online applications and other outside sources including Common Application, SAT, ACT, etc.
- 4) Manage CRM system JRM/(Salesforce) and the data exchange between Jenzabar and Salesforce. Support installation, integration, upgrades, and retrieve data from outside sources for new applications to Salesforce including Form Assembly, Informatica, SMS Magic, Front Rush, etc. (20%)
- 5) In collaboration with the Executive Director of Admissions, 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. (20%)
- 6) In collaboration with the Vice President for Enrollment Management and the Executive Director of Admissions, analyze admissions data, generate enrollment projections to inform budget and programmatic decisions. (20%)
- 7) Create and manage online forms for visits and other events through Form Assembly. (5%)
- 8) Supervise two full-time staff. Supervise and train students to assist in duties. (5%)
- 9) Create and develop ad-hoc reports and queries made through Sybase Infomaker and/or Microsoft SQL Server Management Studio. (10%)
- 10) 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.

WARTBURG COLLEGE is a selective liberal arts college of the ELCA, nationally recognized for community engagement. As an affirmative action, equal opportunity institution, Wartburg College actively seeks applications from members of underrepresented ethnic and minority groups.