AUBURN
Human Resources

Enrollment CRM, Manager

Job Description

JOB INFORMATION

Job Code	AD69
Job Description Title	Enrollment CRM, Manager
Pay Grade	SR10
Range Minimum	$53,620
33rd %	$66,130
Range Midpoint	$72,380
67th %	$78,640
Range Maximum	$91,150
Exemption Status	Exempt
Approved Date:	8/1/2024 3:33:13 PM

JOB FAMILY AND FUNCTION

Job Family:	Student Resources
Job Function:	Admissions & Recruitment

JOB SUMMARY

The Enrollment CRM, Manager oversees the administration and support of the Customer Relationship Management (CRM) system, Slate and other technology needs specific to Undergraduate Admissions. This position performs software maintenance, enhancements, and configurations necessary to ensure reliable business workflow in Slate environment; maintenance of applicant portals (included but not limited to Applicant Status Portal, admitted portal, Visit experience portal); administration of user accounts and security; creates reports as needed to support the admission cycle; provides user documentation and training to admissions staff.

RESPONSIBILITIES

- Develops strategies for implementing and integrating Slate CRM and Optical Character Recognition technology (OCR), ensuring standardized use and data across Undergraduate Admissions.
- Manage data integrations and aid in correcting errors in data feeds between systems, vendor files, and site-specific forms, ensuring optimal integration and troubleshooting as needed. Manage data imports into CRM from external sources and exports it for departmental distribution. Provides necessary data through query and report management tools to support institutional goals. Assists with the implementation and ongoing maintenance of OCR technology.
- Build and maintain all Slate CRM-hosted applications and forms. Identify and assist in resolving processing and technology issues. Maintain security/user profiles to uphold system and data integrity. Develop and maintain various data and process structures, including events, forms, portals, letters, fields, entities, datasets, and processing rules.
- Act as a liaison between technical and non-technical staff, creating Slate documentation, and providing training and support for CRM and other admissions-related technologies. Develops and presents user and technical documentation, including developing and updating training materials for relevant technology. Conducts training sessions for new users and ongoing refresher sessions for current users. Works with campus partners to facilitate and vet technology initiatives.
- Collaborate with campus stakeholders and vendors to enhance CRM processing and operations and communicate urgent or complex CRM issues to relevant teams. Manage multiple projects concurrently and oversee day-to-day administration of CRM systems, including monitoring and resolving daily error and warning notifications.

The responsibilities listed above show the typical duties for jobs in this classification. Actual tasks may differ depending on the department's needs. Other similar duties may be assigned with discretion of the supervisor. Not every duty will apply to every position, and the amount of time spent on each task can change based on department needs.

SUPERVISORY RESPONSIBILITIES

Supervisory Responsibility	Full supervisory responsibility for other employees is a major responsibility and includes training, evaluating, and making or recommending pay, promotion or other employment decisions.

MINIMUM QUALIFICATIONS

To be eligible, an individual must meet all minimum requirements which are representative of the knowledge, skills, and abilities typically expected to be successful in the role. For education and experience, minimum requirements are listed on the top row below. If substitutions are available, they will be listed on subsequent rows and may only to be utilized when the candidate does not meet the minimum requirements.

MINIMUM EDUCATION & EXPERIENCE

Education Level	Focus of Education		Years of Experience	Focus of Experience	
Bachelor's Degree	Degree in Business Administration, Engineering or Mathematics/Statistics, Management Information Systems, Business Analytics, or related field.	and	5 years of	Experience in data management tools and systems, data analysis, and reporting, or enrollment systems.	

MINIMUM KNOWLEDGE, SKILLS, & ABILITIES

Knowledge of various information systems including best practices of configuration, data flow and integrity, and analysis.	And
Knowledge of FERPA guidelines.	And
Experience in Banner, SQL, or undergraduate admissions.	And

MINIMUM LICENSES & CERTIFICATIONS

Licenses/Certifications	Licenses/Certification Details	Time Frame	Required/ Desired	
None Required.				

PHYSICAL DEMANDS & WORKING CONDITIONS

Physical Demands Category:	Other

PHYSICAL DEMANDS

Physical Demand	Never	Rarely	Occasionally	Frequently	Constantly	Weight
Standing			X			
Walking			X			
Sitting					X	
Lifting	X					
Climbing			X			
Stooping/ Kneeling/ Crouching			X			
Reaching				X		
Talking					X	
Hearing					X	
Repetitive Motions					X	
Eye/Hand/Foot Coordination					X	

WORKING ENVIRONMENT

Working Condition	Never	Rarely	Occasionally	Frequently	Constantly
Extreme cold		X			
Extreme heat		X			
Humidity		X			
Wet		X			
Noise		X			
Hazards		X			
Temperature Change		X			
Atmospheric Conditions		X			
Vibration		X			

Vision Requirements:
Ability to see information in print and/or electronically.