AUBURN
Human Resources

Analyst II, Enrollment Systems

Job Description

JOB INFORMATION

Job Code	AD91B
Job Description Title	Analyst II, Enrollment Systems
Pay Grade	SR09
Range Minimum	$49,490
33rd %	$59,390
Range Midpoint	$64,340
67th %	$69,290
Range Maximum	$79,190
Exemption Status	Exempt
Organizational use restricted to the following divisions	108 VP for Enrollment Management
Approved Date:	7/31/2025 3:12:12 PM

JOB FAMILY AND FUNCTION

Job Family:	Student Resources
Job Function:	Admissions & Recruitment

JOB SUMMARY

The Analyst II, Enrollment Systems supports the maintenance of the enrollment CRM system and associated technology systems within the Office of Admissions. This position is responsible for optimizing the platform through ensuring data accuracy and reporting integrity and enhancing digital engagement strategies through automated workflows, predictive analytics, and data visualization.

RESPONSIBILITIES

- Supports the upkeep and functionality of the enrollment CRM system (Slate) and other Enrollment Management technologies.
- Develops and maintain automated workflows and other process improvements within Enrollment Management technologies to support and enhance overall Undergraduate Admissions operations, including communications and engagement with prospective students
- Compiles, retrieves, and analyzes data and information for both regular and ad-hoc studies to support admissions processes and decision-making. Provides recommendations based on appropriate analysis and compiles and disseminates information from both internal and external data sources
- Supports evidence-based decision making and analysis of enrollment data through a range of responsibilities. May include but not limited to questionnaire design, online surveys, survey administration, data processing, basic and complex data analysis, report writing, presentation of findings, etc.
- Utilizes predictive modeling and data using statistical techniques to forecast enrollment trends and inform strategic decisions.
- Creates, enhances, maintains, and publishes reporting tools (i.e. dashboards and data visualizations) to provide actional insights on application trends, student engagement, and enrollment projections.
- Monitors and cleanses data to ensure the highest quality of data related to enrollment management reporting.
- Provides expertise to educate and advise colleagues and senior leadership on issues related to data collection, data maintenance, analytical methodology and use of results.
- Researches and responds to various ad hoc data requests from internal and external stakeholders. Serves as the primary liaison to provide requested information.

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	No supervisory responsibilities.

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	No specific discipline.	and	2 years of	experience in the design, analysis, and reporting of data.	

MINIMUM KNOWLEDGE, SKILLS, & ABILITIES

Knowledge of CRM platforms (Slate, Salesforce, or equivalent) and their applications in enrollment management.	
Proficiency in data visualization tools (Tableau, Power BI, Google Data Studio) and database query languages (SQL).	
Understanding of higher education admissions, enrollment processes, and recruitment best practices.	

MINIMUM LICENSES & CERTIFICATIONS

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

PHYSICAL DEMANDS & WORKING CONDITIONS

Physical Demands Category:	Office and Administrative Support

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 temperatures		X			
Hazards		X			
Wet and/or humid		X			
Noise			X		
Chemical		X			
Dusts		X			
Poor ventilation		X			

Vision Requirements:

Ability to see information in print and/or electronically.; Ability to see information in print and/or electronically, should have depth perception and the ability to distinguish colors.

Travel Requirements:

None Required