Auburn University Job Description

Job Title: **Manager, Enrollment CRM & Data Admin**

Job Code: **AD69**

FLSA status: Exempt

Job Family: No Family

Grade AA12 $60,900-$109,600

Job Summary

The Manager of Enrollment Customer Relationship Management (CRM) and Data Administration supports the implementation and maintenance of numerous enrollment-related software solutions of Enrollment Management, including Undergraduate Admissions, University Scholarships, and Enrollment Management Operations efforts. Serves as an integral team member that facilitates enrollment strategies using technology such as Ellucian Banner Student Information System, Slate CRM, and Blackbaud Award Management.

Essential Functions

1. Serves as the functional administrator for Enrollment technology solutions, oversees and recommends best procedures, processes, and workflows for these solutions. Coordinates the research, management, maintenance, execution, and training on enrollment management software solutions to meet the needs of departments within the division.

2. Manages the review of data integration errors between enrollment software, Slate, and other software in Enrollment. Researches and rectifies data issues, working with the divisional leadership to improve processes.

3. Provides oversight of Enrollment Management software solutions, serving as a day-to-day technical and functional contact for offices and internal stakeholders concerning supported software. Serves as an Academic Computing Coordinator (ACC) and assists with account and systems access, directory services, and access control.

4. Establishes policies and procedures on data governance, data security and integrity, and data definitions for Enrollment Management, in conjunction with the campus-wide data governance initiatives.

5. Participates on the advisory and installation committees involved with installing new or upgraded administrative systems or processes. Serves as the technical liaison and representative for the Enrollment Management on IT-related functions between central technology support, other university departments, and vendors in implementing and maintaining pertinent systems..

6. 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.

7. Performs other duties as assigned.

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.

The above essential functions are representative of major duties of positions in this job classification. Specific duties and responsibilities may vary based upon departmental needs. Other duties may be assigned similar to the above consistent with the

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knowledge, skills and abilities required for the job. Not all of the duties may be assigned to a position.

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Minimum Required Education and Experience

	Minimum	Focus of Education/Experience
Education	Four-year college degree	Degree in Business Administration, Engineering or Mathematics/Statistics, Management Information Systems, Business Analytics, or related field.
Experience (yrs.)	6	Experience in systems administration; data reporting and analysis. At least one (1) year of supervising or leading full time employees.

Substitutions allowed for Education:

Indicated education is required; no substitutions allowed.

Substitutions allowed for Experience:

Indicated experience is required; no substitutions allowed.

Minimum Required Knowledge

Knowledge of how to apply comprehensive technical and operational knowledge to the completion of complex assignments.
Knowledge of various information systems including best practices of configuration, data flow and integrity, and analysis.
Knowledge of FERPA guidelines.
Ability to collaborative on projects and building relationships with internal and external stakeholders.

Certification or Licensure Requirements

None required

Physical Requirements/ADA

No unusual physical requirements. Requires no heavy lifting, and nearly all work is performed in a comfortable indoor facility.

Externally imposed deadlines; set and revised beyond one's control; interruptions influence priorities; difficult to anticipate nature or volume of work with certainty beyond a few days; meeting of deadlines and coordination of unrelated activities are key to position; may involve conflict-resolution or similar interactions involving emotional issues or stress on a regular basis.

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

Date: 12/9/2022