

The Southern Baptist



Theological Seminary

Position Description

Position Title: Enrollment and Analytics Coordinator

Department: Admissions

Position Code: F0326

Date Prepared: 3/28/2018

FLSA Status: Non-Exempt Exempt

Full Time: Yes No

JOB SUMMARY:

The Enrollment and Analytics Coordinator manages the Admissions database, Customer Relationship Management (CRM) system, and online application, and collaborates with other offices to provide accurate data that drives enrollment strategy.

ESSENTIAL JOB FUNCTIONS:

The employee in this position will have the following essential job functions:

- Create reports using admissions data that drives strategic decision making
 - Accurately report snapshots of historical admissions data
 - Develop reports and systems that effectively track recruiting data
 - Utilize data to evaluate and implement necessary changes for application and file review systems and processes
- Serve as CRM expert for the Admissions team and liaison between CRM provider and Admissions
 - Maintain consistent data flow between CRM and student information system
 - Train and equip Admissions members to effectively use the CRM
 - Implement back office processes involving the CRM's communication flow, source coding structures, and data housing
- Work with the Director of Admissions to maintain and enhance reporting infrastructure for enrollment tracking (daily, weekly, monthly, quarterly, annually)
 - Build reports that help visualize Admissions data and make it accessible for institutional leadership and Admissions personnel
- Train and provide day-to-day leadership to the Admissions Call Center and office clerk.
- Manage the application and application process for the Admissions Office
 - Work with CRM provider to create a seamless application for prospective students
 - Develop an application that produces key data points for enrollment
 - Troubleshoot potential errors in the application process
- Communicate with Academic Records, Financial Aid, Student Life, and other offices to ensure that all Enrollment Management data is consistent with Admissions data
- Collaborate with Campus Technology to implement necessary changes to maximize use of appropriate technology

- Must be able to clearly articulate specific requirements for application and completion of all degree programs
 - Provide necessary assistance with tele-counseling, emails, walk-ins, and appointments with prospective and current students
- Assistance and leadership to on-campus events including, but not limited to, Preview Days, orientation, Fall Festival, etc.
- Expected to attend both chapel services during the week
- Ability to portray the Seminary values and distinctive in writing, speaking, personal demeanor, and spiritual commitment
- Detail oriented and able to work at a fast pace
- Proven record of strong management skills
- Excellent communication skills; ability to interact and engage people, and view, discern, adjust and respond appropriately to non-verbal communication cues
- Strong team leader who encourages communication among colleagues and creative thinking in order to accomplish goals
- Limited travel required
- Experience with database systems and running reports preferred

Performs other duties as may be assigned by supervisor.

EDUCATION:

The person in this position should have a bachelor's degree (master's degree in related field preferred).

EXPERIENCE:

The person in this position should have 2+ years of higher education (preferably enrollment management) experience or relevant experience in data and analytics.

SUPERVISION:

The person in this position will supervise no one.

The person in this position will report to the Assistant Director of Visit Experience.

WORK ENVIRONMENT:

The person in this position will work in a competitive work environment. Must be able to make repetitive motions with wrists, hands and fingers. Must be able to lift up to 35 lbs, be able to walk up and down stairs, and enter and exit all campus buildings unassisted. Must demonstrate the ability to sit for extended periods.

EQUIPMENT:

The person in this position will use the following equipment: personal computer.

