

**Sul Ross State University  
Position Description**

**Official Title:** Associate Director for Strategic Engagement

**Salary Group:** 4

**Job Code:** 3110

**Summary**

The Associate Director for Strategic Engagement reports to the VP for Strategic Engagement and oversees the management and operation of the customer relationship management (CRM) system configuration – Liaison EMP. This position is also responsible for data collection, management, and reporting functions necessary to support operations of both the undergraduate and graduate recruitment programs. This position is vital for the processes which transfer data between the CRM, the institutional student information system, other internal systems as well as third party vendors. The Associate Director assists the VP and Associate VP by developing analytics to monitor effectiveness, inform strategy and tactics, and measure/evaluate success of operations.

**Duties and Responsibilities:**

**30%**

- Provides direct supervision to the Assistant Director for Admissions and to the Coordinator for Recruiting and Admissions
- Provides indirect supervision of Enrollment Specialists reporting to the Coordinator for Recruiting and Admissions
- Corresponds with and supports Academic Program Coordinators, Associate Deans, Deans, and upper administration representatives regarding recruitment and admissions as well as provides comprehensive analysis to inform and drive institutional decisions.

**30%**

- Configures and maintains the recruitment/enrollment CRM; trains and assists staff in use of CRM.
- Manages and maintains audits to ensure integrity of data transferred between the CRM and the institutional student information system.
- Provides day-to-day end-user support (including system configuration, complex formulas and system maintenance) and educates users to enhance and increase their knowledge of recruitment and admissions processes
- Maintains user roles and profiles, security settings, access settings, etc. (User Profiles, Role Hierarchy, Sharing Rules and Security)
- Creates and manages custom objects, fields, formulas, validation rules, custom workflow and approval processes
- Establishes and implements best practices with regards to system maintenance, configuration, development, testing, data integrity, etc.
- Creates and maintains documentation on enrollment management systems and data processes.
- Primary liaison with university IT department for reports, audits and system issues.
- Manages and maintains translation and mapping tables for imports from third party vendors.

**20%**

- Creates and runs extracts for third party vendors, consults with IT as required.
- Creates, updates, and refines multi-variable predictive modeling for all enrollment funnels.
- In support of the VP for Enrollment Management, creates and performs business analysis reporting.
- Assists Institutional Research in outside agency reporting.
- Maintains and improves online application, event registration, and inquiry processes.
- Creates, updates and distributes daily and weekly reports
- Under the direction of the VP for Enrollment Management work closely with and supports the operational needs of the Associate VP, Director of Financial Aid, Registrar, the Business Office, Program Coordinators, and other institutional constituents.

**20%**

- Performs ad hoc research including but not limited to: institutional reports, retention modeling, recruitment modeling, scholarship modeling, territory management, and other efforts, as warranted.

**Non-essential:**

Other duties as assigned.

**Supervision:**

Received: Supervision and direction from the Vice President for Strategic Engagement

Given: Supervision of full-time employees

**Education:**

Required: Bachelor's degree

Preferred: Master's degree

**Experience:**

Required: Must have experience with a personal computer. Must have experience in a higher education setting in enrollment management, records and registration, student services, or a related field.

Preferred: Experience with a Customer Relationship Management System. Experience generating enrollment, recruitment, territory management, and retention reports. Experience with Ellucian Banner student information system.

**Working Conditions:**

Position is security sensitive.

Any qualifications to be considered in lieu of stated minimums require the prior approval of the Human Resources Director and the President

Reviewed 9/1/2020