



JOB TITLE: Enrollment Systems Manager
DEPARTMENT: Enrollment
CAMPUS: Rocklin
SUPERVISOR: Director of Enrollment
FLSA STATUS: Non-Exempt

MAJOR PURPOSE

The Enrollment Systems Manager ensures that all systems and technologies are effectively supporting the enrollment division's operations. This position will manage the setup and monitoring of various communication campaigns, including dialer campaigns, text messaging, and chat functions, while also addressing ad hoc systems and technology needs.

Normal office hours will be primarily on campus between 8 am and 6 pm Monday through Friday, PST. Some remote options may be available as determined by the supervisor.

The pay range for this position is generally: \$65,000 - \$75,000 annual. Individual pay is generally determined by a number of factors including job-related skills, experience, relevant education or training and location.

ESSENTIAL FUNCTIONS

Campaign Management

- Sets up and monitors dialer campaigns, text messaging initiatives, and chat functions to optimize communication with prospective students.

System Optimization

- Ensures that all systems are operating to meet or exceed defined expectations, monitoring up-time on systems and processes as needed.
- Develops and implements ad hoc systems and technology solutions, including call-down lists, recirculation campaigns, and batch SMS sends.
- Monitors the enrollment division's technology ecosystem to ensure that systems are appropriately integrated where necessary, partnering directly with colleagues from IT when necessary.

Quality Assurance

- Establishes and maintains QA processes across RFI, dialer, chat, SMS, and CRM systems to ensure data integrity and operational efficiency.

Reporting & Analytics

- Creates and maintains reports and dashboards that alert leadership to performance issues, such as leads not being dialed or other system anomalies.
- Creates and maintains reports and workdrivers used by staff to prioritize and remain efficient with daily work.
- Conducts ad hoc data analysis as directed by department leadership.

Technical Support

- Serves as the first point of contact for enrollment staff, addressing technical issues such as headset malfunctions, CRM troubleshooting, and dialer problems.
- Creates and delivers technical training of enrollment related systems.

Performance Metrics

- Tracks and reports on key performance indicators (KPIs), including quarterly business reviews, staff feedback, dialer uptime, speed-to-contact, and overall dialer campaign functionality.

Other Duties As assigned

QUALIFICATIONS

Education:

- Bachelor's Degree or equivalent preferred

Experience:

- Proficient with CRM systems, Google Workspace, email and web-based searches, and office-related equipment/technology.
- Proficient with dialer systems, SMS, and chat platforms including administration and managing day-to-day operations.
- Experience in data analysis techniques and tools.
- Experience in a managerial or supervisory role, preferably within enrollment management or a similar environment preferred.
- Proficient with Microsoft Office programs, Google Drive, mail merge, email and web based searches, office related equipment/technology.
- Expertise in Customer Relationship Management (CRM) database systems to engage prospective students through a sales funnel.
- Demonstrated experience in developing and implementing data-driven strategies.

Skills/Abilities:

- Technical Skills: Strong technical aptitude, with the ability to quickly learn and adapt to new technologies and systems.
- Analytical Skills: Excellent analytical and critical thinking skills to identify issues and propose effective solutions.
- Attention to Detail: Strong attention to detail, ensuring accuracy and quality in all aspects of work.
- Independence & Teamwork: Ability to work independently and as part of a team, demonstrating initiative and accountability.
- Time Management: Strong time management and organizational skills, with the ability to prioritize tasks effectively in a fast-paced environment.
- Interpersonal Skills: Strong interpersonal skills, with the ability to communicate effectively with diverse groups, including staff, leadership, and external partners.
- Customer Focus: Customer-focused mindset with a commitment to providing exceptional support to enrollment staff.
- Confidentiality: Ability to handle sensitive information with confidentiality and discretion.
- Continuous Learning: Willingness to continuously learn and stay updated on industry trends and best practices.
- Team Culture: Positive contributor to healthy, high performing team culture, Demonstrates humility, work ethic and emotional intelligence

WORKING ENVIRONMENT

The employee agrees to promote the values and mission of Jessup University as a private Christ-centered University and live a life consistent with biblical principles. The employee shall conduct himself/herself in a manner consistent with the Community Covenant and Statement of Faith. Additionally, the employee may play a formative role in the spiritual lives of students in a manner consistent with the Community Covenant and

Statement of Faith. This may include leading devotions and/or spiritual formation groups and seeking other opportunities consistent with a biblical spiritual formation role.

WORKING CONDITIONS

The employee is regularly in a typical office environment with adequate light and moderate noise levels. No hazardous or significantly unpleasant conditions. Air-conditioned buildings; tile, concrete and carpeted floors; adjustable workstation with ergonomic keyboard is provided.

PHYSICAL ACTIVITIES AND REQUIREMENTS OF THIS POSITION

While performing the duties of this job, the employee is regularly required to talk or hear and frequently required to stand, walk, sit, and use hands to handle files, computers, and phones; reach with hands and arms; stoop, and kneel. Frequent and regular repetitive movements required using the wrists, hands, and/or fingers. The employee will occasionally lift and/or move up to 40 pounds. Specific vision abilities include close vision, distance vision, color vision, peripheral vision, depth perception, and the ability to adjust focus.

The above statements and job description is intended to describe the nature and level of work being performed within this job. They are not intended to be an exhaustive list of all responsibilities, duties and tasks. Other similar or additional duties are to be performed or assigned. Job descriptions are not intended as and do not create employment contracts. Jessup University maintains its status as an at-will employer. Employees may be terminated for any reason not prohibited by law.

I acknowledge I have reviewed the content of this job description and understand that if I have any physical limitations or require any reasonable accommodations in order to perform my job, I must immediately inform administration.

Employee Signature

Date