Franklin College has a full-time opening in the Office of Admissions for an Associate Director of Admissions Systems & Data Analytics. This position is responsible for the oversight and ongoing implementation of the Customer Relations Management System (CRM), Technolutions Slate. Coordinating with campus Information Technology Services, the Associate Director will manage data information flow between Slate and campus constituents or other outside partnerships. The Associate Director will oversee all data processing, application entry, and CRM administrative duties for admissions and enrollment data analytics.

The Associate Director is also responsible for working with the Director of Admissions and admission staff to build and enhance data-driven admissions CRM processes, resources, and recruitment tools. The Associate Director will provide training to use these tools, document these processes, and create materials and records. The AD will handle the execution of the communication flow outlined by the Director of Admissions and Director of Marketing and will work with the Director of Admissions to coordinate application reading and decision processes.

This is a full-time, 12-month exempt position reporting to the Director of Data Analytics and Director of Admissions.

**ESSENTIAL FUNCTIONS**

- Oversees coordination of enrollment technology systems related to the Office of Admissions, primarily Technolutions Slate CRM.
- Maintains detailed knowledge of Slate for the purpose of executing data functions, querying data, and enhancing system capabilities as directed by supervisors.
- Maintains the integrity of enrollment management and admissions databases, ensuring accuracy of the data, developing error reports, and fixing data errors and inconsistencies.
- Collaboratively executes raw data transfer to and from internal and external constituents via CSV file uploads or API integration.
- Builds, updates, and executes new Slate processes and enhancements.
- Executes timely and accurate communication flow and admissions marketing campaigns, including cohort sequences, event invites, decision mailings, and enrolled student materials.
- Works closely with IT Services and the Director of Data Analytics to ensure a clean, secure, and well-maintained database.
- Maintains, supports, and updates all software platforms in the Offices of Admission and Financial Aid, including Slate, PowerCampus, and Argos.
- Consults with IT, Admissions, and Financial Aid personnel regarding functionalities of enrollment technology systems, enabling great efficiency across departments.
- Consults with and trains end-users across various campus departments, documenting and maintaining training manuals and materials.
- Manages execution of application processing, reading, and decision communication.

**QUALIFICATIONS**

- Bachelor’s degree required; Master’s degree or coursework in computer science or information systems preferred
- 3 years’ experience in higher education admissions or related field preferred
- Experience with implementing and/or managing admissions CRMs, particularly Technolutions Slate
- Experience with relational database management and query writing using SQL or similar tools.
- Experience working with large datasets, using exploratory data analysis to ensure data quality and integrity.
- Proficiency with statistical programming languages (e.g., Python, Stata, or R) preferred.
- Well-rounded knowledge of higher-education recruitment standards and practices.
- Demonstrated skills in documenting technical processes, writing technical materials in a way that a non-technical audience can understand.
- Excellent verbal, written, and interpersonal skills.
- Ability to adapt to quickly changing environments and self-starter who is comfortable working with people.
- Excellent organizational and multitasking skills.
- Proven record of working collaboratively with staff and internal and external stakeholders.
- Understand workflows and process documentation of how roles are performed.
- Proficiency with Microsoft Office suite software

APPLICATION PROCESS

**Excellent benefits** package including: health, life and disability insurance, paid vacation, sick and holiday time, retirement plan, and full tuition benefits for employees and their family. Review of applications will begin immediately and continue until the position is filled. To apply for position, please send electronically (MS Word or Adobe PDF) cover letter, resume, and contact information for three professional references via the online application system at [Franklin College Staff Application](mailto:FranklinCollegeStaffApplication)

Contact Human Resources with additional questions.

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www.FranklinCollege.edu

*Franklin College is committed to providing an inclusive and welcoming environment and to ensuring that educational and employment decisions are based on individuals’ abilities and qualifications. Consistent with these principles and applicable laws, it is therefore the College’s policy not to discriminate on the basis of age, color, disability, gender, gender expression, gender identity, genetic information, national origin, marital status, race, religion, sex, sexual orientation or veteran status as consistent with the Policy on Prohibited Discrimination, Harassment and Related Misconduct. No person, on the basis of protected status, shall be excluded from participating in, be denied the benefits of, or be subjected to unlawful discrimination, harassment, or retaliation under any College program or activity, including with respect to employment terms and conditions. Such a policy ensures that only relevant factors are considered and that equitable and consistent standards of conduct and performance are applied.*