Assistant Director of Online Admissions and CRM
Marian University

Job Title	Assistant Director of Online Admissions and CRM
Department	Online Programs
Institution	Marian University
	Indianapolis, Indiana
Date Posted	Jun. 6, 2024
Application Deadline	Open until filled
Position Start Date	Available immediately
Job Categories	Associate/Assistant Director
Academic Field(s)	Admissions/Financial Aid
Job Website	https://marian.rec.pro.ukg.net/MAR1500MNUI/JobBoard/fde73847-46d9-4c8a-924e-a28b5c630bfc/OpportunityDetail?opportunityId=469895e9-2dca-4069-a6ea-c795b9ecd67a

Apply By Email

Job Description

Job Details

Description
As part of a diverse community of faculty and staff who represent many faith systems and worldviews, Marian University is seeking an Assistant Director of Online Admissions and CRM to promote Marian University's Catholic Franciscan mission and identity by being responsible for tasks aimed at supporting online admissions and enrollment at Marian University.

The specialist will be responsible for implementing and executing various stages of the admissions funnel both externally with the prospective students and internally with admissions process. Key responsibilities will be collaborating with recruitment and admission team members, faculty online

program leads and key operational partners, while driving to enrollment goals. The specialist will actively participate in assessing academic records to determine eligibility for admissions and residency determination at the point of admissions evaluation. This role requires a data-driven approach to meet short and long-term enrollment goals, utilizing analytics and reports. The ideal candidate will possess strong leadership skills, demonstrate the ability to implement process improvements and thrives in a fast-paced environment.

Essential Duties and Responsibilities:

* Actively engage the Catholic Franciscan mission and identity of Marian University by modeling the Franciscan Sponsorship Values and honoring the legacy of the founding congregation through transformative education, unity in diversity, leadership through service, integrating faith and life, and institutional policies.
* Develop and implement communication plans for all stages of the funnel.
* Support the program through managing data in the CRM that will enable effective communication and acceptance of prospective students and admits.
* Manage admissions logistics including applications, databases, and tracking of documents for student applications. Occasionally uploads and updates system documents directly. This role ensures that the applications that are submitted to faculty for review are clean and in their best formats, to faculty and student benefit.
* Understand and address the motivations and concerns that impact a student to choose an online program. Help them through the discernment process, as they navigate the final stages of the application cycle.
* Provide exceptional customer service for all prospective students.
* Communicate with prospective students about outstanding application needs.
* Reports and analyzes end-of-funnel data trends and insights.
* Make data informed decisions based on application and new student trends.
* Manage the process and operation for application decision packages and the notification of students in a timely manner.
* Generate and deliver reports related to admissions and student recruitment/enrollments.
* Develop and implement policies to ensure data integrity and compliance with admission policies.
* Serve as a liaison with IT and other campus offices, as well as external vendors, on technology and data needs.
* Report data and makes recommendations that relate to the application phase of recruitment, including the application funnel, trends, and other statistics as needed.
* Interact with academic units on regular basis for admissions and other related issues
* Provide a seamless hand-off of completed applications to program manager for admissions interview and acceptance (in conjunction with academic unit). * Once applicant is admitted, introduction to

student services team to continue onboarding and enrollment status.
* Stay current with changes in information technology and recommend improvements or new systems.

Perform other duties as assigned.

Additional Functions:

* Provide user system documentation or training programs as needed.
* Assess organizational needs and recommend improvements or new systems.

University Expectations:

* Knowledge of and a commitment to the mission of Marian University
* Adheres to Marian University's policies and procedures
* Shows courtesy and respect in interactions with fellow employees, students subordinates, and supervisors
* Ensure that appropriate confidentiality is maintained in working with students.
* Adhere to all FERPA, University regulations, and HIPPA guidelines.
* Communicates regularly with supervisor about Department issues
* Strong technical/computer skills, good analytical skills.
* Excellent verbal and written communication skills.

Required Qualifications:
To perform this job successfully, an individual must be able to perform each essential duty satisfactorily. The requirements listed below are representative of the knowledge, skill, and/or ability required. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

* Bachelor's degree.
* Advanced knowledge and experience with a CRM system.
* 5 years of progressive experience in university admissions.
* Experience with a Student Information System (e.g., Banner).
* Strong quantitative and analytical abilities.
* Ability to adapt to changing expectations.

* Ability to maintain confidentiality and communicate effectively with diverse teams.

For Consideration All Applications Require:

* Cover Letter
* Current resume or CV
* Contact information of three professional references. The reference contact information must be entered after the application is submitted in the "My Presence" section of the applicant profile.
* Responses to the supplementary mission & identity questions.

Please Review Marian University's Mission & Identity Statement before responding to the supplementary questions on your application:
https://www.marian.edu/faith

Contact Information

Please reference Academickeys in your cover letter when applying for or inquiring about this job announcement.

Contact

,