

Executive Director, Enrollment Insights & Analytics
Old Dominion University

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Posted Jun. 5, 2025, set to expire Nov. 1, 2025

Job Title	Executive Director, Enrollment Insights & Analytics
Department	UNDERGRADUATE ADMISSIONS
Institution	Old Dominion University Norfolk, Virginia
Date Posted	Jun. 5, 2025
Application Deadline	Open until filled
Position Start Date	Available immediately
Job Categories	Senior Executive Officer
Academic Field(s)	Enrollment Management/Registrar
Job Website	https://jobs.odu.edu/postings/23387
Apply By Email	
Job Description	

Job Summary

The Executive Director of Enrollment Analytics provides strategic leadership and oversight in the collection, analysis, and application of enrollment and marketing data to support institutional recruitment, retention, and student success initiatives. This position is responsible for developing data-driven insights and predictive models to enhance decision-making across Enrollment Management. This role supervises the Assessment and Planning team and serves as the primary liaison between Enrollment Management, Information Technology Services (ITS), and institutional research teams. The Director supports the integration of key data systems, including Banner, Salesforce, Tableau, CRM platforms, and other enterprise systems, to facilitate seamless access to actionable intelligence.

This position requires a high level of autonomy, technical expertise, and knowledge of higher education enrollment policies, marketing strategies, and trends. The Executive Director plays a critical role in enrollment reporting, data visualization, and the development of strategies that align with the



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university's goals for student recruitment, retention, and success.

Position Type

FullTime

Type of Recruitment

General Public

Minimum Qualifications

- **Master's degree in data analytics, higher education administration, business intelligence, or a related field, or a Bachelor's degree with equivalent experience to a master's degree.**
- Extensive knowledge of data analytics, predictive modeling, and data visualization techniques.
- Understanding of enrollment management principles, including student recruitment, admissions, financial aid, and retention strategies.
- Strong proficiency in data analytics and visualization tools such as Tableau.
- Excellent organizational, analytical, and problem-solving skills.
- Strong communication skills, with the ability to interpret complex data and present findings in a clear, actionable manner to senior leadership.
- Ability to lead cross-functional teams and collaborate with institutional research, IT, and academic units.
- Considerable experience managing and analyzing large datasets from CRM (e.g., Slate, Salesforce) and student information systems (e.g., Banner, PeopleSoft).

Contact Information

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

Contact