

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

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