

Executive Director, Enrollment Insights & Analytics
Old Dominion University

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Posted Jun. 11, 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. 11, 2025

Application Deadline Open until filled
Position Start Date Available immediately

Job Categories Director/Manager

Academic Field(s) Admissions/Financial Aid

Job Website <https://jobs.odu.edu/postings/23422>

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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).

Core Responsibilities

- 40%
 - Develop and implement data analytics strategies to enhance student recruitment, enrollment, retention, and marketing efforts.
 - Design predictive models and dashboards using Tableau and Salesforce to provide actionable insights for enrollment and marketing planning.
 - Oversee the integration and optimization of CRM and SIS data for real-time reporting and

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forecasting.

- Collaborate with campus leaders to develop strategic initiatives based on enrollment trends, marketing performance, and student success metrics.
- 20%
 - Provide enrollment and marketing reports, predictive analyses, and data visualizations to support decision-making at all levels of the university.
 - Research best practices in enrollment analytics and apply them to ODU's recruitment, marketing, and retention strategies.
 - Ensure data accuracy and integrity through quality assurance processes and validation techniques.
- 15%
 - Serve as a key liaison on all data related projects between Enrollment Management, ITS, Institutional Research, and Academic Affairs.
 - Lead discussions with university leadership to align data initiatives with institutional priorities.
 - Provide training and support to enrollment and admissions staff on data analytics tools and techniques, including Salesforce and Tableau.
 - Engaged in data literacy among campus stakeholders.
- 15%
 - Oversee the integration of CRM and other enrollment-related platforms to optimize data usage, with a focus on Salesforce and Tableau.
 - Partner with ITS to implement system upgrades and enhancements related to enrollment analytics and marketing automation.
 - Ensure compliance with data governance policies and best practices in data security and privacy.

Contact Information

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

Contact

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