# GORDON COLLEGE
## *Position Description*

**Title:** Director of CRM Administration and Enrollment Analytics

**Function:** Gordon College seeks a collaborative, analytical, and technically skilled Director of CRM Administration and Enrollment Analytics to strengthen undergraduate and graduate enrollment through reliable technology, trusted data, and actionable insights. Serving as the College's Slate Captain, the director provides strategic direction and hands-on administration for Technolutions Slate, the College's customer relationship management (CRM) platform. This individual-contributor role leads systems and analytical initiatives through cross-functional collaboration, not staff supervision.

At Gordon College, career-focused academics blend with a life-giving faith community to prepare students to make a difference in the world with hope and confidence. Employees join this mission alongside colleagues committed to excellence and to Christ.

**Reports to**: Associate Vice President for Enrollment Operations and Strategy

**Direct Reports:** None with the possibility of leadership of the operations team

**Department:** Enrollment

**FLSA Status:** Full-time, Exempt

**Location:** On-campus, hybrid, or fully remote work may be considered, subject to College approval and applicable employment requirements. Work location, availability expectations, and any required campus visits will be agreed upon during hiring.

**Salary Range:** $60,000–$75,000

**Position Summary**

The Director of CRM Administration and Enrollment Analytics oversees the administration, optimization, and reporting capabilities of Slate to support undergraduate and graduate enrollment. The director ensures efficient workflows, reliable data integrations, accurate reporting, and actionable enrollment insights.

Reporting to the Associate Vice President for Enrollment Operations and Strategy, the director collaborates with Admissions, Marketing, IT, Institutional Research, and other campus partners to improve systems, streamline processes, and support data-informed enrollment decisions.

**Essential Responsibilities**

**CRM Administration & Optimization**

- Serve as the primary Slate administrator and Slate Captain for undergraduate and graduate enrollment.

- Manage Slate configuration, applications, forms, workflows, portals, and automated communications.
- Maintain a prioritized CRM improvement roadmap aligned with enrollment goals.
- Identify opportunities to improve efficiency, automation, and the student experience.

**Data Management & Systems Integration**

- Oversee integrations between Slate, Jenzabar, and third-party recruitment platforms.
- Manage data imports, exports, reconciliation, and troubleshooting.
- Maintain data accuracy, consistency, and quality across enrollment systems.

**Enrollment Analytics & Forecasting**

- Develop and maintain enrollment dashboards, reports, and forecasting models.
- Monitor inquiries, applications, admissions, deposits, yield, melt, and matriculation.
- Analyze enrollment trends, conversion rates, recruitment effectiveness, and emerging risks.
- Provide actionable insights and recommendations to enrollment leadership.
- Support enrollment projections, scenario planning, and recruitment ROI analysis.

**Reporting & Business Intelligence**

- Build and maintain queries, reports, and dashboards using Slate, Power BI, and Excel.
- Establish consistent reporting definitions, schedules, and validation processes.
- Collaborate with Institutional Research to ensure accurate enrollment reporting.

**Data Governance & Compliance**

- Manage Slate user access, permissions, and data-sharing practices.
- Maintain documentation and support compliance with FERPA and institutional policies.
- Ensure appropriate data security, accessibility, and responsible use of technology.

**Application Cycle & Technical Support**

- Coordinate annual Slate application-cycle updates, testing, and implementation.
- Troubleshoot technical issues and manage system enhancement requests.
- Partner with IT and vendors to resolve system and integration challenges.

**Training & Documentation**

- Provide Slate training, onboarding, and technical support to campus users.
- Maintain system documentation, procedures, and training resources.

- Promote consistent and effective use of Slate and enrollment reporting tools.

The position is primarily hands-on and does not currently include direct supervisory responsibilities. Enrollment leadership retains responsibility for enrollment strategy, budgets, staffing, and policy decisions.