

JOB DESCRIPTION



Position Title: Enrollment Data Analyst

Department: Enrollment Mgt & Marketing

Employment Category: Non-Exempt Staff

Primary Location: Sierra Vista Campus

FLSA Classification: Non-Exempt

Remote Work Eligible: No

Parameters: 40 Hours/Week; 12 Months/Year **Pay Grade:** NE06

Position Summary: The Enrollment Data Analyst is responsible for processing and analyzing prospective and current student data to inform and improve student recruitment, engagement, and retention.

Essential Functions: As defined under the Americans with Disabilities Act, may include any of the following tasks, knowledge, skills, and other characteristics. This list is ILLUSTRATIVE ONLY, and is not a comprehensive listing of all functions and tasks performed by incumbents of this class.

Duties and Responsibilities: Within the scope of college policies and procedures, this position:

Processes, verifies and analyzes prospective and current student data ensuring accuracy and timely reports and information are provided to department and other college staff to inform and improve student recruitment, engagement, and retention; tracks prospective students' progress through the enrollment funnel

Serves as the department's super user for the technology services used to manage student prospects and student communication and messaging, including producing student lead and data reports; monitoring and creating reports from the college's digital forms software; creating reports regarding information on students served and tracking for the enrollment management department

Acts as the systems analyst for the department's project management system, student experience mobile platform, chatbot, electronic mail and texting service, and customer relations management system (CRM); implements, maintains and upgrades system components such as data fields, project tasks, communication messaging, decision codes and user tasks; conducts user training; works closely with the college's Technology Services department to integrate software with the college's network

Assists the department in executing messaging from the college's communication plan to current and prospective students through electronic mail, texting and other digital notification systems

Performs other related duties as assigned

General Expectations: Employees are expected to accomplish assigned duties in an efficient, effective and competent manner and to strive for improvement and excellence in all work performed. Additionally, employees must understand the comprehensive role of the community college and cooperate and work harmoniously with students, faculty and staff, and the public. Employees will follow all college policies, rules, regulations and guidelines as they relate to this position.

Education and Experience Requirements:

Associate's degree from an institution accredited by an institutional accrediting body of higher learning recognized by the US Department of Education

Three years full-time, professional related experience, preferably in higher education admissions or technology services

Preference may be given to individuals with integrated ERP system experience

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An equivalent combination of education and/or experience from which comparable knowledge, skills and abilities has been achieved may be considered.

Knowledge, Skills and Abilities:

Knowledge of and ability to follow college policies and procedures
Knowledge of current technologies and word processing, database, presentation, and spreadsheet software, specifically Microsoft Office applications, Ellucian Banner, Dynamic Forms,
Knowledge of basic functions and capabilities of database systems
Skill in listening to issues, synthesizing information and reaching sound conclusions
Skill evaluating a student's enrollment processing information and assessing what steps are remaining
Skill in dealing effectively with students and/or parents
Skill in setting up and maintaining detailed reports
Ability to communicate effectively using a variety of platforms, including social media, written and verbal
Ability to organize, prioritize, and follow multiple tasks through to completion with an attention to detail
Ability to work independently while contributing to team environment
Ability to analyze problems, identify solutions and take appropriate action, resolve problems using independent judgment and decision-making processes
Ability to establish and maintain effective working relationships with supervisors, other department staff, students and the public
Ability to read and interpret policies related to academic programs and student requirements for participation in various programs

Work Environment: Work is primarily performed under general supervision in an office setting with appropriate climate controls. Travel is required. Early morning, evening, and weekend work may be required.

Physical Requirements: Essential functions of this position require: lifting, manual dexterity, ability to communicate.

Sedentary Work: Exerting up to 10 pounds of force occasionally and/or a negligible amount of force frequently or constantly to lift, carry, push, pull or otherwise move objects, including the human body; involves sitting majority of time; walking and standing are required only occasionally and all other sedentary criteria are met

Mental Application: Utilizes memory for details, verbal instructions, emotional stability, critical thinking, adaptability and creative problem-solving skills are important

Reports To: Executive Director of Institutional Research

Disclaimer: The above statements describe the general nature, level, and type of work performed by the incumbent(s) assigned to this classification. They are not intended to be an exhaustive list of all responsibilities, demands, and skills required of personnel so classified. Job descriptions are not intended to and do not imply or create any employment, compensation, or contract rights to any person or persons. Management reserves the right to add, delete, or modify any and/or all provisions of this description at any time as needed without notice. This job description supersedes earlier versions.