



ST. FRANCIS COLLEGE
THE SMALL COLLEGE OF BIG DREAMS

Manager of Enrollment Analytics

St. Francis College, Brooklyn (the “College”) is embarking on an ambitious plan to revitalize the College even as it remains true to its core mission: private, independent, co-educational, urban college whose Franciscan and Catholic traditions underpin its commitment to academic excellence, spiritual and moral values, social responsibility, and life-long learning. As a College rooted in a commitment to radical hospitality, to character formation, to inter-faith dialogue, to creating conditions so that students will learn the technical skills necessary to navigate a 21st Century workplace while never losing sight of the importance of ensuring that all students learn to cultivate their humanity, the College is expanding its offerings, its services and the ways it engages in and beyond its campus. In short, it is an exciting time to join the St. Francis College Community.

Job Summary: Reporting to the College’s Director of Recruitment and Special Events and passionate about the College and its mission, the Manager of Enrollment Analytics (the “Manager”) is an integral part of the College’s Office of Admissions team and is responsible for the overall integration and maintenance of the College’s enrollment Customer Relationship Management (CRM) program, including, but not limited to, enrollment reporting and data management. Working closely with a broad variety of other College stakeholders, including teams in the areas of Recruitment, Communications and Marketing, Information Technology and Academic Affairs, the Manager will ensure that the College’s enrollment operational reporting is accurate, timely, and efficiently delivered, while also serving to enhance and maintain an analytic infrastructure for student data analysis.

Duties and Responsibilities:

- Assist the enrollment management team with integrating and managing current enrollment practices, processes and technology systems to deliver consistent and efficient service levels.
- Serve as the primary Salesforce and Enrollment Rx administrator and internal support contact and trainer.
- Manage and maintain all pertinent enrollment data needed for modeling and analysis.
- Identify and track key performance indicators (KPIs) and analyze data to provide enrollment strategy recommendations.
- Use CRM query, export, and reporting tools to extract, manipulate, analyze, visualize and report data, trends and patterns.
- Create visually appealing and easy-to-read reports that drive strategy within the Office of Admissions and inform leadership of results.
- Configure and maintain, objects, formulas, and fields as needed to streamline processes and leverage technology to increase efficiency and accuracy.

- Develop training and perform “train-the-trainer” training sessions for the College’s enrollment management team on all Office of Admissions technology processes.
- Provide continuous evaluation of processes and procedures at the end of each intake cycle with results being used to improve area operations, efficiency and service to both internal and external stakeholders.
- Analyze inquiry, applicant and enrolled student data for the development, implementation and evaluation of recruitment strategies.
- Assist with developing and maintaining analytics to track effectiveness of enrollment initiatives.
- Analyze productivity reports to assure accountability and achievement of goals.
- Implement, maintain and utilize all technological platforms employed by the College’s Office of Admissions.
- Assess the impact of new requirements on the Salesforce platform and all upstream and downstream applications, systems and processes.
- Collaborate with the College’s Office of Information Technology (“IT”) to identify areas of automation and workflow improvement, as well as opportunities to use existing technology to streamline work processes and create more efficiency for the Office of Admissions team; partner with IT on integrations with other systems on-campus as requested.
- Perform all other duties as assigned.

Qualifications:

- Minimum two (2) years of experience in higher education admissions, data analytics or marketing analytics required.
- Bachelor’s Degree required; Master’s Degree preferred
- Prior experience with Salesforce administration and reporting.
- Previous experience or exposure to the Enrollment Rx product suite is preferred.
- Prior experience with CRM systems.
- Strong interpersonal and communication skills.
- Ability to prioritize and handle multiple projects while working in a fast-paced environment.
- Ability to communicate effectively within a diverse population of students, faculty and staff.
- Ability to work with non-technical users to determine and document business requirements and interact with internal and external IT support providers to implement those requirements.
- Knowledge of email marketing best practices.
- Must be resourceful and creative about technical problem-solving.
- Familiarity with relational databases and related concepts.
- Creative and analytical thinker with strong problem-solving skills.
- Ability to interact with individuals at all levels of the institution.
- Culturally sensitive, caring and friendly with a deep understanding and appreciation of a multi-cultural college community and the Franciscan traditions of St. Francis College.

About St. Francis College:

For over 150 years, the mission of St. Francis has been to provide an affordable, quality education to working class people who otherwise may not be able to attend college. We educate the whole person for a full, relational life, developing the students' talents and abilities for meaningful, fulfilling careers, as well as for collaborative, service-oriented leadership. The College strives to offer ample opportunities for students to immerse themselves in the intellectual, cultural and professional opportunities afforded by New York City and to serve the needs of the local community in which they live and study. Our location in Brooklyn Heights provides a confluence of cultures and religious beliefs, mirroring our commitment to maintain and celebrate our diverse student body.

St. Francis College is an Affirmative Action, Equal Opportunity employer and we are strongly committed to increasing the diversity of our faculty, students, and the curriculum. Qualified candidates of diverse ethnic and racial backgrounds are encouraged to apply.

Interested applicants can apply by clicking [here](#).