Assistant Director for CRM Data Analytics and Technology

higheredjobs.com/search/details.cfm



Type: Full-Time
Salary: $73,899.90 - $84,980.20 per year
Category: Database Administrator

MONTCLAIR STATE UNIVERSITY

Job Number: R1004644

IMPORTANT APPLICATION INSTRUCTIONS:

- **Upload Resume or Curriculum Vitae** for automatic population of information to the application.
- The contact information, work experience, and education listed on your Resume/CV will be parsed and input into your Montclair application.
- **Review information** and double-check all fields containing information that the system parsed - the software is intelligent, but you need to verify that the data is accurate.
- In the **"My Experience"** section, you will find a Resume/CV upload option where you can submit your cover letter and all other supporting documents.

Note: If you have an expansive CV, we recommend that you apply manually and only include the positions you have held in the last ten (10) years. You will then be able to attach your Resume/CV, as well as all other supporting documentation in the "My Experience" section of your application.

Job Description

SUMMARY

Reporting to the Associate Director for CRM Data Analytics and Technology, the Assistant Director for CRM Data Analytics and Technology maintains technical aspects of the CRM, ensuring that it is operating at peak performance and according to industry best practices. The Assistant Director uses their technical expertise to leverage our suite of enrollment related technologies with the goal of advising on strategies that support the attainment of our aggressive enrollment goals. With a collaborative approach, the Assistant Director engages colleagues within the office and across campus to create, implement and maintain core functions and processes and contributes to a culture of innovation.

PRINCIPAL DUTIES AND RESPONSIBILITIES

- Build and optimize reports, dashboards, and tools in Slate to support data-driven decision making.
- Partner with admissions and campus teams to solve problems, improve workflows, and streamline processes.
- Manage portals, communications, and events within Slate to enhance the applicant experience.
- Train staff, faculty, and partners on Slate functionality, becoming a go-to expert on CRM tools.
- Troubleshoot and resolve system issues, ensuring everything runs at peak performance.
- Collaborate on communications, populations, queries and marketing automation, ensuring messages reach the right students at the right time.
- Stay ahead of technology trends and recommend new tools that support innovation in admissions and enrollment management.
- Ensure data integrity including structures, tables, forms, data integrity and security, the flow of data across processes/units, etc.
- Collaborate with internal and external campus partners to develop, test, and maintain integrations between Slate, Banner/Workday Student, and third-party vendor systems to ensure seamless data flow and system alignment.
- Build and maintain queries to assess operations and workflow, supporting Undergraduate Admissions staff on Slate and other Enrollment Management software.

- Collaborate on cycle preparation for applications and coordinate with the Associate Director for Marketing and Communications on automated communications, queries, and daily processes.
- Maintain expert knowledge of CRM (Slate) and student information system (Banner/Workday Student).
- Identify opportunities to expand applicant experience processes within Slate and work with Enterprise Application Services to implement improvements.
- Manage ETL processes and data uploads for list purchases and lead generation, ensuring the accuracy and integrity of imported data.
- Serve as technical liaison to new and existing third-party vendors; contribute to analyses on ROI of vendors.
- Explore, recommend, and implement AI-driven solutions to enhance CRM capabilities, including predictive analytics for enrollment forecasting, natural language tools for student communications, and automated processes to increase efficiency.
- Stay abreast of emerging technologies and recommend tools-inside and outside of Slate-that foster innovation and improve admissions strategies.
- Perform other duties as assigned.
- Management retains the right to add or change job duties at any time.

QUALIFICATIONS

REQUIRED:

- Bachelor's Degree from an accredited college or university.
- Minimum three years of experience utilizing Slate CRM.
- Ability to analyze and interpret the needs for a fast-paced environment, offer appropriate solutions and demonstrate superlative customer service skills.
- Excellent problem-solving and investigative skills with the ability to recognize potential for errors with processes/reports, and troubleshoot resolutions to correct errors.
- Advanced user experience with Microsoft Excel.
- Availability on selected nights and weekends throughout the year to participate in admissions recruitment events if needed.
- A valid driver's license and full-time access to reliable transportation.

PREFERRED:

- Degree or other formal professional training related to computer science, information technology, or a related field.
- Experience with admissions application management.
- Ability to multitask and advance multiple, high-priority projects simultaneously.
- Excellent technical writing and communication skills.
- Fluency in a language other than English.
- Experience working with Banner and/or Workday Student.
- Experience working at a large, complex university.

- Flexible to meet critical needs and a willingness to learn.

PROCEDURE FOR CANDIDACY

Applicants should include a resume and cover letter describing how their background, skills and education match the needs of the University. When applying, please take a moment to carefully read and follow the steps in the application instructions.

Salary Range
$73,899.90-$84,980.24 Annually
The position may also be eligible for comprehensive benefits, including health insurance, retirement plans, and tuition assistance. For further details, please visit: https://www.montclair.edu/human-resources/benefits/

Montclair State University considers factors such as, but not limited to, scope and responsibilities of the position, candidate's relevant work experience, education, skills, and internal equity, when extending an offer.

Salary offers for internal employees who are part of a collective bargaining unit (CBU) and are applying to a position that is within a CBU will be determined in accordance with contractual provisions.

Department
Undergraduate Admissions/Data and Technology

Position Type
Professional - Non-Faculty

Contact Information:

For questions or concerns, please contact Human Resources' Workday Recruiting Support at **973-655-5000 (Option 2)**, or email talent@montclair.edu.

Inclusion Statement

Montclair State University values access and educational excellence. We are committed to an environment of diverse perspectives which ensures that graduates will be civically engaged, committed to democracy, and prepared to thrive as global citizens. We foster a community that promotes varied experiences and voices. We seek applicants who will contribute diverse ideas and perspectives and who value an environment that promotes educational growth and advancement for all.

EEO/AA Statement

Montclair State University is an Equal Opportunity/Affirmative Action institution with a strong commitment to diversity.

Additional information can be found on the website at www.montclair.edu/human-resources/about-us/eo-aa-and-diversity/

Title IX and 34 C.F.R. 106 Policy

Montclair State is required by Title IX and 34 C.F.R. 106 not to discriminate on the basis of sex or gender, and does not discriminate on the basis of sex or gender in the operation of education programs and activities. The requirement to not discriminate on the basis of sex or gender in the operation of education programs and activities extends to admission and employment. For further details, please visit: https://www.montclair.edu/human-resources/job-seekers/

With a proud history and a vibrant future, Montclair State University is one of New Jersey's most diverse and dynamic institutions of higher education. One of four public research institutions in the state, Montclair State is a designated R2 Research Doctoral University by the Carnegie Classification of Institutions of Higher Education.

Located 12 miles west of New York City on a 252-acre suburban campus which boasts modern, state-of-the-art facilities complemented by green spaces, public plazas and striking Spanish Mission architecture, the University offers a comprehensive undergraduate curriculum with a global focus; a broad variety of superior graduate programs through the doctoral level; and a highly productive, dedicated and diverse faculty and student body.

The University's 11 colleges and schools offer more than 300 undergraduate and graduate majors, minors, concentrations and certificate programs, and with more than 120 student organizations and 18 NCAA Division III athletic teams for men and women, Montclair State offers its students a comprehensive college experience.

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