Enrollment Technology Analyst, Intermediate

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Type: Full-Time
Salary: $67,714 per year
Posted: 5 days ago
Application Due: 01/27/2026
Category: Software Engineer/Programmer
Enrollment Technology Analyst, Intermediate Northern Arizona University

Special Information

- This position is an on-site position which requires the incumbent to complete their work primarily at an NAU site, campus, or facility with or without accommodation. Opportunities for remote work are rare.
- Driving a vehicle on behalf of the university is anticipated to be a regular part of this position. Arizona Administrative Code Fleet Safety Policy requires all employees who drive on university business become authorized by submitting Driver's license information for driving record monitoring, and completion of training appropriate to the level of driving performed. The law applies to all faculty, staff, and students who drive personal or university-owned motorized vehicles for any business purpose. More information on the NAU Authorized Driver Policy can be found on the NAU website.

About the Department/College

AI is rapidly reshaping higher education and marketing. By utilizing AI appropriately, we can enhance student experiences, boost efficiency, and unlock insights by analyzing data quickly. The AI Innovation team is dedicated to authenticity and human impact; using AI with oversight to keep NAU's voice human and amplifying our expertise. Our vision is to accelerate AI adoption across the Strategic Enrollment and Marketing division to complement our team's skills, improve enrollment outcomes and empower operational excellence while ensuring responsible and ethical use.

About the Position

The AI Innovation team is seeking a collaborative and forward-thinking professional to support NAU's enterprise adoption of artificial intelligence technologies. This position plays a blended role as an AI solutions analyst, implementation specialist, and consultant. The incumbent assesses emerging AI capabilities, assists departments in identifying high-value use cases, and helps design, implement, and operationalize AI-driven workflows across enrollment, marketing, and administrative operations.

Key responsibilities include developing and optimizing agentic AI workflows, supporting AI-enabled automations that reduce staff workload, integrating AI features within CRM and enterprise systems, evaluating AI vendors and platforms, and contributing to responsible AI governance and training. The ideal candidate will possess strong prompt-engineering skills, intermediate technical implementation ability, and a user-centered, ethical approach to enterprise AI adoption.

This role directly supports university goals by improving efficiency, enhancing service delivery, and ensuring NAU remains at the forefront of responsible AI innovation.

Responsibilities Include

A Workflow Engineering, Automation & System Integration - 30%

- Build, configure, and deploy AI-enabled automations using tools such as Zapier and CRM-embedded AI capabilities.
- Integrate AI functionality into platforms such as Salesforce (Einstein, Marketing Cloud, agentic tools), enterprise LLM systems (Copilot, ChatGPT, Gemini), and other approved AI services.
- Perform intermediate-level Python scripting, API integration, and automation development to support AI-driven processes.
- Evaluate and improve operational workflows through prompt engineering, model output refinement, and iterative experimentation.
- Partner with IT, security, and data teams to ensure integrations meet architectural, privacy, and compliance standards.

AI Operations, Model Evaluation & Continuous Improvement - 25%

- Conduct ongoing monitoring and evaluation of AI systems to ensure accuracy, reliability, accessibility, and alignment with university values.
- Develop and maintain evaluation frameworks for model performance, agent behavior, error patterns, hallucination risks, and overall workflow stability.
- Assist in developing lightweight AI product components such as fine-tuned models, RAG workflows, and specialized agents to support enrollment, marketing, and student services.
- Provide analysis of workflow efficiency, usage trends, and realized impact-such as workload reduction and ROI improvements-based on pre-defined performance metrics.
- Support iterative refinement of enterprise AI solutions based on user feedback and operational data.

AI Adoption Strategy & Enablement - 20%

- Consult with departments to assess processes and identify opportunities for AI-driven optimization, automation, and improved service delivery.
- Develop and refine AI use cases, focusing on agentic workflow design, user experience, and operational impact.

- Create and maintain AI prompt libraries, workflow templates, and usage guidelines to support consistent adoption across the university.
- Support the development of enterprise AI governance artifacts including risk assessments, usage standards, and documentation for ethical and responsible implementation.
- Collaborate with stakeholders to prioritize use cases based on feasibility, risk, and anticipated ROI.

AI Research, Vendor Evaluation & Team Readiness - 20%

- Continuously research emerging AI capabilities, platforms, and tools to evaluate their appropriateness for NAU's needs.
- Perform structured vendor assessments covering functionality, security, integration pathways, accessibility, compliance, and total cost of ownership.
- Lead or contribute to AI pilot projects, documenting findings and producing recommendations for scaling, procurement, or decommissioning.
- Assist in developing readiness materials-including training resources, user guides, and best-practice reference materials-to drive successful campus adoption.

Other Duties - 5%

- Follows all NAU IT policies and coordinates with IT services in the design, development, implementation, and operation of enrollment assets.
- Follows federal guidelines for physical and cybersecurity, export laws, and other regulatory compliances set forth by federal and state government, granting agencies, etc.
- Participates, cooperates, and facilitates any IT Audits according to guidance provided by the VP of Strategic Enrollment & Marketing, VP of ITS, or other overseeing university officials.

Minimum Qualifications

- Bachelor's degree in marketing, communications, information technology, or relevant field.
- 2 years of relevant experience.

**A combination of related education, experience, and training may be used as an equivalent to the above Minimum Qualifications.*

Preferred Qualifications

- Experience implementing AI-enabled workflows, automations, or agent-based systems in operational or administrative settings.
- Demonstrated expertise in prompt engineering, including development of structured prompts, prompt chains, and evaluation methods.

- Intermediate experience with Python scripting, APIs, automation tools (e.g., Zapier), and CRM AI integrations such as Salesforce Einstein.
- Experience with LLM platforms including Copilot, ChatGPT, Gemini, or similar enterprise agents.
- Familiarity with model fine-tuning, RAG workflows, embedding models, or vector search systems.
- Understanding of AI governance, risk assessment processes, and ethical AI principles.
- Experience with enterprise change management, training, or user-adoption initiatives.
- Experience evaluating AI vendors, managing pilots, and producing structured recommendations.
- Strong analytical, communication, and collaboration skills.

Knowledge, Skills, & Abilities

Knowledge

- Principles of artificial intelligence, machine learning, natural language processing, and generative AI.
- Agentic AI workflows, LLM orchestration, and enterprise AI ecosystems.
- Prompt engineering strategies, evaluation methods, and optimization techniques.
- Model evaluation concepts including accuracy, drift, hallucination analysis, and performance metrics.
- CRM AI features (e.g., Salesforce Einstein) and integrations with enterprise LLM platforms.
- Automation tools such as Zapier and their role in AI-enabled process improvement.
- AI governance concepts including risk assessment, transparency, fairness, and responsible use.
- Data privacy, security, and compliance considerations related to AI technologies.

Skills

- Designing and implementing AI-enabled workflows using automation, scripting, and platform integrations.
- Writing, refining, and evaluating prompts for advanced LLM-powered tasks and agentic behaviors.
- Performing intermediate Python scripting for data handling, automation, and API interactions.
- Integrating AI features into enterprise systems and CRMs.
- Conducting model evaluations and producing actionable recommendations.
- Documenting workflows, producing training materials, and supporting end-user adoption.
- Translating user needs into functional AI use cases and workflow designs.

Abilities

- Evaluate complex processes and identify opportunities for AI-driven efficiency gains.
- Communicate technical AI concepts to non-technical stakeholders.
- Balance innovation with risk management and ethical considerations.
- Work independently, manage multiple priorities, and adapt to changing technology environments.
- Collaborate effectively across departments in a consultative role.
- Maintain rigorous quality and governance standards for AI solutions.

Compensation

Budgeted salary is $67,714. Annual salary commensurate with candidate's qualifications and related experience.

Pre-Employment Check

Northern Arizona University requires satisfactory results for the following: a criminal background investigation, an employment history verification and a degree verification (in some cases) prior to employment. You may also be required to complete a fingerprint background check. Also, as an employer in the state of Arizona, NAU is required to participate in the federal E-Verify program that assists employers with verifying new employees' right to work in the United States.

This position has been identified as a safety/security sensitive position. Therefore, per AZ Revised Statute, Northern Arizona University requires satisfactory results for the following: a criminal background investigation, employment history investigation, degree verification (in some cases) and fingerprinting. If you are applying for a job that requires a CDL, you will be required to register with the Federal Motor Carrier Safety Administration Drug & Alcohol Clearinghouse and adhere to the clearinghouse requirements.

Notice of Availability of the Annual Fire and Security Report

Each year Northern Arizona University releases an Annual Security Report. The report is a result of a federal law known as the Clery Act. The report includes Clery reportable crime statistics for the three most recent completed calendar years and discloses procedures, practices and programs NAU uses to keep students and employees safe including how to report crimes or other emergencies occurring on campus. In addition, the Fire Safety Report is combined with the Annual Security Report for the NAU Flagstaff Mountain Campus as this campus has on-campus student housing. This report discloses fire safety policies and procedures related to on-campus student housing and statistics for fires that occurred in those facilities. If you would like a free paper copy of the report, please contact the NAUPD Records Department at (928) 523-8884 or by visiting the department at 525 E. Pine Knoll Drive in Flagstaff.

Immigration Support/Sponsorship

Northern Arizona University will not provide any U.S. immigration support or sponsorship for this position.

Submit your Application

To apply for this position, please click on the "Apply" button on this page. You must submit your application by midnight of the application deadline.

If you are an individual with a disability and need reasonable accommodation to participate in the hiring process, please contact the Disability Resources Office at 928-523-8773, DR@nau.edu, or PO Box 5633, Flagstaff AZ 86011.

To apply, please visit: https://careers.nau.edu/jobs/enrollment-technology-analyst-intermediate-flagstaff-arizona-united-states jeid-ff6a4f69a5484c47879f48388e335634