

Job Title: Enrollment Systems & Operations Manager

Department: Enrollment

Reports to: Associate Vice President of Admissions

Revised: January 2026

Status: Non-Exempt

Job Objectives

The Enrollment Systems & Operations Manager plays a critical dual role in supporting the operational effectiveness and data integrity of the Enrollment division. Serving as both a primary data governance steward and a Junior Slate Captain, this position ensures that enrollment strategies, communications, and decisions are grounded in accurate, compliant, and well-documented data.

This role oversees Slate system operations, reporting, integrations, and process optimization across the enrollment funnel while providing essential operational coordination for the Enrollment team. The manager collaborates closely with Admissions, Marketing, Financial Aid, Registrar, IT, and external vendors to ensure seamless enrollment workflows and a high standard of data quality.

Core Responsibilities

Enrollment Operations:

- Provide operational and administrative support to the Enrollment team, ensuring efficient daily workflows
- Coordinate enrollment-related processes across departments to support a seamless student experience
- Contribute to continuous process improvement discussions and implementation
- Maintain documentation of enrollment operations, procedures, and system processes
- Support the preparation and execution of enrollment communications and materials as needed

Data Integrity, Operations & Systems:

- Serve as a primary steward of Slate data integrity, governance, and documentation
- Manage origin codes, data standards, and enrollment data definitions
- Manage application processes and workflows
- Oversee the receipt, import, coding, auditing, and troubleshooting of enrollment-related data lists

- Audit enrollment data across the full funnel—from inquiry through enrollment—to ensure accuracy and compliance
- Produce weekly, monthly, and cycle-based enrollment reports, including funnel, census, and external reports (e.g., NACCAP, institutional requests)
- Support institutional reporting, planning initiatives, and internal assessments

Required Skills and Experience

- Bachelor's degree in marketing, communications, information systems, business, or a related field
- 3–5 years of professional experience in enrollment operations, CRM administration, data management, or a related field
- Hands-on experience with Slate CRM strongly preferred
- Demonstrated experience managing data integrity, reporting, and system-based workflows
- Proficiency in Microsoft Office (Word, Excel) and Google Workspace
- High attention to detail with the ability to manage and audit complex data sets
- Strong organizational skills with the ability to multitask in a fast-paced environment
- Effective written and verbal communication skills with a collaborative, service-oriented mindset
- Comfort working in a fast-paced, deadline-driven environment

Additional Attributes

- Demonstrated ability to manage complex systems and support cross-functional teams.
- Strong problem-solving skills and comfort working with technical systems and vendors
- Ability to learn new technologies and adapt to evolving enrollment needs
- Alignment with the mission of Roberts Wesleyan University and commitment to Christian higher education.

Impact of Error

Errors in this role may disrupt enrollment operations, compromise data integrity in Slate, delay communications, affect enrollment decision-making, and result in lost or delayed enrollment. Precision, accountability, and strong process orientation are essential.

Location

Rochester, NY (hybrid/remote options negotiable per university policy)