

Job Title: Director of Enrollment Data and Analytics

Department: Enrollment

Location: Roberts Wesleyan University, Rochester, NY

Reports To: Associate Vice President of Admissions

Approved Salary: \$65,000.00/annually

Job Summary:

The Director of Enrollment Data and Analytics is a strategic leader who strengthens Roberts Wesleyan University's mission-driven enrollment efforts across undergraduate and graduate programs. Rooted in a community committed to historic Christianity and service-oriented leadership, this role ensures that our enrollment strategy is powered by accurate, timely, and actionable data.

Serving as the University's Slate Captain, the Director oversees data integrity, reporting, analytics, and CRM operations. The Director also oversees the Operations team including 1-2 staff and student workers. This position works in close partnership with Marketing and Admissions to ensure shared data, insights, and processes are aligned, collaborative, and strategically focused on achieving enrollment goals. By stewarding our systems and insights, and by fostering strong cross-departmental collaboration, this role helps Roberts grow, flourish, and make informed decisions that advance student success and institutional health.

Key Responsibilities:

Slate/CRM Structure and Governance

- Build and maintain queries, rules, populations, and reports across the full enrollment lifecycle
- Manage all origin codes, lead source structures, and associated data hygiene.
- Ensure data integrity and compliance with FERPA, PII policies, and internal standards.
- Oversee all internal and external data integrations into the CRM (purchased lists, student search vendors, testing agencies, etc.).
- Manage SFTPs between Slate CRM and outside vendors including CommonApp, OTCAS, Parchment, C+R (TeamWorks), etc.
- Manage the receiving, importing, coding, and troubleshooting of all enrollment lists.

Reporting & Analytics

- Produce weekly, monthly, and term-based enrollment reports for freshman, transfer, adult degree completion, and graduate segments.
- Provide analysis of recruitment pipelines, application flow, melt trends, inquiry conversions, and yield performance.
- Support internal assessment, planning initiatives, and institutional reporting.

- Translate enrollment data into actionable insights for Enrollment leadership, Marketing, Academic leadership, and Student Success teams.
- Provide on-demand reports that address emerging questions or strategic priorities.

Cross-Functional Collaboration

- Serve as primary data liaison with enrollment partners, external vendors, and EAB—ensuring accuracy and validation of all shared data.
- Support Undergraduate Enrollment counselors with territory management and recruitment analytics.
- Provide ongoing queries, lists, and data pulls for print communications, text campaigns, mass emails, digital marketing, and personalized outreach.
- Collaborate with Academic Program Partners to support shared data needs.
- Serve on the Business Applications Working Group

Portals, Workflows, and System Enhancements

- Assist in developing user-friendly portals for applicants, counselors, and internal departments.
- Support workflow automation and data structures that improve counselor efficiency and student experience.
- Lead data troubleshooting and optimization across the enrollment funnel.
- Stay up-to-date on industry standards, Slate development, CRM network groups, and ways we can optimize our systems.

University Engagement

- Participate in strategic communication and enrollment leadership meetings.
- Provide insights that inform recruitment strategy, forecasting, and long-range planning.
- Support mission-driven initiatives that strengthen student success, persistence, and institutional growth.
- Perform other duties as assigned by the Associate Vice President of Admissions.

Qualifications:

- Bachelor's degree required. Preferred degrees include Business Intelligence, Analytics, Data Science, Computer Science, or a related field.
- Master's degree preferred.
- Experience with CRM platforms (Slate Technolutions strongly preferred).
- Experience creating dashboards, data visualizations, and performance reports.

- Knowledge of data quality, governance, and best practices related to PII and FERPA.
- Experience in higher education admissions, enrollment, or recruitment preferred.
- At least three years of reporting, query building, or data analysis experience preferred.
- SQL experience preferred.
- Strong ability to interpret data patterns and communicate insights to leadership, counselors, and campus partners.
- Strong technology use, including Excel and google.
- Commitment to the Christ-centered mission and community values of Roberts Wesleyan University.

Consequence of Error:

Inaccurate or mismanaged data can result in ineffective enrollment strategies and weakened collaboration with Marketing and Admissions, ultimately hindering the university's ability to meet enrollment goals and fulfill its mission.

Confidential Data:

Maintain confidentiality for crisis situations.

Level of Supervision:

Under general direction, within policy guidelines and with considerable latitude for exercise of independent judgment. Must be able to analyze problems, propose, and implement solutions

Mental/Visual Demand and Physical Effort

Ability to crouch and lift 25 pounds (camera equipment). Ability to see differences between colors, shades and brightness. Understand the speech of another person. Works in all types of weather conditions and at varied hours.

Environment:

Busy office area with interruptions.