Position Title: **ENROLLMENT OPERATIONS MANAGER**

Department: Enrollment Services

Reports To: Vice President for Strategic Enrollment Management

Classification/
FLSA Status: Level II (Exempt Administrative)

Primary Function: Lead the development, implementation, and continuous improvement of admissions systems, processes, and reporting tools that enhance operational efficiency and support strategic enrollment goals. This position leverages data and CRM technologies to streamline workflows, ensure data integrity, and optimize communication with prospective students. In collaboration with internal stakeholders, the role supports decision-making through detailed reporting and analysis, maintains compliance with institutional policies, and actively contributes to the advancement of service levels and student enrollment outcomes.

Key Responsibilities:

1. Develop admissions systems and processes that leverage data and technology to create optimal efficiency for admissions workflows and processes

2. Coordinate the optimization of the CRM

3. Recommend and implement internal rules, policies, procedures, controls, and manage processes to advance service levels

4. Implement quality control measures for admissions processes

5. Coordinate database updates, which include but are not limited to, communication plan updates, filter coordination, exports (internal and external), and application updates as well as pertinent updates to processing systems. (i.e. terms of entry, funnel reporting, programs)

6. Maintain knowledge of best practices, new developments, and innovations in the admissions process

7. Continually assess current systems and process analysis for improvement to reduce barriers to student enrollment

8. Leverage the CRM to provide consistent, timely communication to student applicants in collaboration with the Enrollment Marketing Coordinator

9. Provide quarterly reports on students who were admitted but did not enroll at Sherman to the Office of Institutional Effectiveness

10. Create and continually update admission procedures manuals to ensure the export of clean data reports

11. Support the collection and organization of accurate data regarding the new student enrollment process

12. Develop admissions reports to inform decision-making

13. Participate in enrollment goal-setting planning, and process development to achieve established goals

14. Provide necessary data to aid in the decision process and communicate relevant enrollment updates to the Director of Admissions and the VP of Enrollment

15. Actively participate in the Enrollment Management Leadership team and on appropriate Sherman College task forces, committees, etc.

16. To participate in professional development opportunities as needed and permitted by budget

17. To participate in the annual Lyceum, Showcase Sherman, campus visits and ROAR program events

Miscellaneous:

1. To assume such other duties as may be assigned by the director of admissions

2. Lend enthusiastic support to college policies and to fellow co-workers, particularly in the presence of students and support personnel

3. To demonstrate commitment to the mission of Sherman College in any way correlated to the position

Basic Knowledge and Skills:

- Bachelor's degree
- Demonstrated proficiency with CRM platforms, preferably with Slate
- Strong ability to analyze data and develop actionable insights through reporting tools

- In-depth understanding of admissions processes, enrollment funnel management, and best practices in higher education recruitment.
- Demonstrated experience in evaluating and enhancing systems, workflows, and operational procedures for greater efficiency and effectiveness.
- Knowledge of data governance, quality assurance practices, and adherence to institutional policies and FERPA regulations.
- Ability to align technology and data strategies with institutional enrollment goals.

Preferred Knowledge and Skills:

- Prior supervisory experience
- Knowledge of chiropractic

Reporting to This Position: Coordinator of Student Engagement

Physical demands and work environment:

***Physical demands*:** While performing the duties of this job, the employee is occasionally required to walk, stand, sit; use hands to finger, handle or feel objects or controls; reach with hands and arms; talk and hear. Specific vision abilities required by the job include close vision, distance vision and the ability to adjust focus. Employee may also be required to carry, lift and/or pull 25 lb. maximum.

Mental stress: Fast-paced office environment with numerous and simultaneous demands and deadlines as well as long days if traveling; difficult people/student demands.

***Work environment*:** While performing the duties of this job the employee works in a controlled work environment and the noise level in the work environment is usually minimal.

General sign-off: The employee is expected to adhere to all company policies and to act as a role model in the adherence to policies.

I have read and understand this explanation and job description:

Signature: _____ Date: _____