



Position Title: ROAR and Enrollment Operations Intelligence Specialist

Department: Enrollment Services

Reports To: Vice President for Strategic Enrollment Management

Classification/:

FLSA Status Level II (Exempt Administrative)

Role Description: The ROAR and Enrollment Operations Intelligence Specialist supports Sherman College's mission by advancing engagement through the Reach Out and Recruit (ROAR) Program and by optimizing enrollment operations through data, systems and process intelligence.

Key Responsibilities:

ROAR Program Oversight and Coordination

- Coordinate and manage aspects of the Reach Out and Recruit (ROAR) Program, ensuring active member engagement and alignment with college recruitment goals
- Participate in the college's annual Lyceum program, coordinating ROAR engagement
- Help plan ROAR-related activities, including member training sessions, outreach campaigns and recognition events
- Develop and maintain ROAR training manuals and online resources
- Support volunteers participating in local or regional recruitment events, providing materials, presentation guidance and coordination with college representatives
- Maintain the ROAR database in Bloomerang and Slate and ensure timely communication with members through mailings, email, and social media

Enrollment Operations Intelligence

- Collaborate with Enrollment Services leadership to design, refine and implement data-driven systems that enhance recruitment and operational efficiency
- Analyze enrollment trends and engagement data to identify opportunities, measure outcomes and support strategic decision-making

- Develop and maintain reporting tools, dashboards and metrics that track outreach effectiveness, ROAR participation and overall enrollment performance
- Partner with Enrollment Services, IT and Marketing to optimize CRM functionality and ensure data integrity across enrollment systems
- Contribute to forecasting, benchmarking and predictive modeling to form enrollment strategies and resource allocation
- Recommend process improvements that streamline communication, tracking and student progression through the enrollment pipeline
- Participate in the annual strategic planning process and provide analytical support for department initiatives

Administrative and Professional Contributions

- Create and manage an annual budget and monitor expenditures throughout the year
- Lend support to the Office of Enrollment Services and Advancement as needed
- Participate in professional development opportunities to enhance knowledge in enrollment analytics, systems and engagement
- Manage time effectively, focusing daily work on strategic priorities and measurable outcomes
- Demonstrate a positive, collaborative attitude and support college policies and colleagues, particularly in the presence of students
- Fulfill other duties as assigned by the Vice President for Strategic Enrollment
- Demonstrate commitment to the mission, vision and values of Sherman College at all times

Basic knowledge and skills:

1. Bachelor's degree
2. Knowledge of chiropractic
3. Strong organizational, analytical, interpersonal and communication skills
4. Proficiency in Microsoft Office Suite (Word, Excel, PowerPoint, Etc.)
5. Experience with CRM or database systems and data reporting tools

Preferred knowledge and skills:

1. Doctor of Chiropractic Degree
2. Sherman College graduate
3. Experience in enrollment management, operations or data analytics

Physical demands and work environment:

Physical Demands: While performing the duties of this job, the employee is occasionally required to sit; use hands to handle objects or controls; reach with hands and arms; talk and hear. Specific vision abilities required include close vision, distance vision and the ability to adjust focus.

Work environment: The employee works in a controlled office with minimal noise. Ability to travel after traditional work hours or during weekends as needed.

General sign-off: The employee is expected to adhere to all college policies and to act as a role model in following those policies.

I have read and understand this explanation and job description:

Signature: _____ Date: _____