

Job Code:.....101453  
Position#: (NUNC).... (E)  
Developed by:.....CB  
Reviewed by:....LK; DLJ  
Approved by:.....LK  
Date: 01/19,02/21,03/21

**UNIVERSITY OF RHODE ISLAND**  
**Position Description**

**TITLE:** Associate Director, Admission CRM & Systems Management

**DIVISION:** Academic Affairs (Admission)

**REPORTS TO:** Dean of Admission

**GRADE:** 14

**SUPERVISES:** Professional and support staff as assigned

**BASIC FUNCTION:**

Serve on the Admission Leadership Team as the primary point of contact for Admission staff and others throughout the University to provide support for all things related to our current CRM, Technolutions Slate and other admission-related technology. Responsible for building, maintaining, and updating all areas of the CRM to support the recruitment, application review, yield, and enrollment of undergraduate students. Maintain the Slate system throughout the admission cycle from prospect to enrollment, including the management of user security, support for applicant and portal/web functions, the creation of reports and documentation, and training for users/staff. Utilizing the Slate CRM system, provide correct and actionable information to Admission staff in a timely fashion. Responsible for ensuring the seamless flow of data between Slate and PeopleSoft through close collaboration with the IT staff and working collaboratively with departments throughout the University to manage, administer, and deploy Slate. Serve on a team to expand Slate's use into other University operations. Most notably, consult/assist with the Graduate School to launch SLATE Graduate-School wide, and support URI Online's growth and use of SLATE. As needed, support University in emerging/emergency needs (i.e., COVID) where SLATE can be used to support communication and event efforts.

**ESSENTIAL DUTIES AND RESPONSIBILITIES:**

Move the Office of Admission forward with full utilization and implementation of features in Slate, and develop solutions involving process design, data information and architecture, and policy and procedural change.

Manage the importing, exporting, and updating of all student data in Slate and ensure the accuracy and consistency of data within Slate, PeopleSoft, and other systems (including document imaging software).

Assist the Dean and admission leadership team in maintaining a consistent "brand" voice, maximizing marketing effectiveness, and helping to ensure attainment of annual enrollment goals.

Through SLATE, support all efforts of the Office of Admission team, including but not limited to travel, events, communication (electronic and print), application management, admission reading, and decision letters.

Build and update all Slate-hosted applications and forms.

Maximize efficiency and accuracy with application review, scholarship programming and assignment (in conjunction with the VP for Enrollment Management), and decision release using Slate's capabilities.

Assist with event management in Slate.

Implement Slate tools that enable the admission staff to manage their territories effectively, efficiently, and strategically.

Serve as the point of contact for individual Slate questions.

Lead staff in system testing and updates.

With the department Senior Information Technologist, manage queries and create reports for the purpose of measuring, analyzing, and assessing admission data and results.

Develop intuitive interface designs for end-users, training staff on use and maximization of Slate functionality, and leading on-going training and professional development of users.

In conjunction with the Admission Leadership Team, recommend strategies and plans to address opportunities and gaps in the enrollment funnel with the aim of increasing inquiries and converting more of these to applications, and ultimately to enrolled students.

Manage the loading of data into URI systems, e.g., inquiries, name lists, test scores, etc.

Work closely with IT staff at URI to ensure proper maintenance of admission-related technological systems.

Partner with the Office of Financial Aid to ensure accurate and efficient flow of applicant data.

Streamline processes, document workflows, and find opportunities for operational efficiencies within and between departments across the admission lifecycle.

Provide support as needed to URI's Graduate School as they implement their instance of Slate and provide support as needed to URI Online. Serve on campus-wide steering team to explore the expansion of the use of Slate into other areas of the University.

Stay abreast of college admission trends and attend relevant professional development conferences.

Assist in mining relevant data from Slate for use in data-driven decision making.

**OTHER DUTIES AND RESPONSIBILITIES:**

Assist at all major recruitment events.

Perform other duties as requested.

**LICENSES, TOOLS, AND EQUIPMENT:**

CRM (Slate), word processing, database management, spreadsheet software, PeopleSoft, document imaging software (Perceptive).

**ENVIRONMENTAL CONDITIONS:**

This position is not substantially exposed to adverse environmental conditions.

**QUALIFICATIONS:**

**REQUIRED:** Master's degree; Minimum of five years of full-time employment in a college admission office; Minimum of three years of experience managing systems/CRM; Demonstrated experience working with Technolutions Slate in a college office of admission; Demonstrated strong interpersonal and verbal communication skills; Demonstrated proficiency in written communication skills; Demonstrated supervisory experience; Demonstrated ability to work independently and as part of a team; and, Demonstrated ability to work with diverse groups/populations.

**PREFERRED:** Demonstrated experience working with PeopleSoft.

**ALL REQUIREMENTS ARE SUBJECT TO POSSIBLE MODIFICATION TO REASONABLY ACCOMMODATE INDIVIDUALS WITH DISABILITIES.**