

Saint Michael's College Job Description

Job Title: Associate Director CRM Operations

Department: Admissions

Supervisor: Director of Enrollment Operations

Status: Regular Full-time

Salary Range: \$52,000 - \$58,000

FLSA: Exempt

Date Created: 8/31/2023

Last Revised: 12/5/2025

Our Mission: It is the mission of Saint Michael's College to contribute through higher education to the enhancement of the human person and to the advancement of human culture in the light of the Catholic faith.

Position Overview:

The Associate Director CRM Operations plays a crucial role in optimizing the CRM usage in the daily enrollment operations while ensuring the integrity of the data pertaining to prospective students and high school counselors. This position reports to the Director of Enrollment Operations.

Essential Duties and Responsibilities:

Admissions Operations

- Ensures data integrity, accuracy, and security within the Slate system in the Enrollment and Admissions department
- Customizes Slate to meet the specific needs of the Enrollment and Admissions processes at the College
- Provides support to admissions staff and other stakeholders on using Slate CRM effectively
- Establishes and monitors data imports and update rule-based automation and building data feeds from third-party vendors (e.g., Common App, College Board, ACT/Encoura, Parchment, Naviance, Niche, etc.)
- Collaborates with IT and other relevant departments to integrate Slate with other systems and platforms used by the college, specifically with Ellucian Colleague ERP Software
- Partners with admissions and marketing to execute communication plans for prospective students using Slate's communication tools, including email campaigns, personalized messages, and event invitations
- Collaborates with Admissions leadership to design, implement, and refine workflows for various stages of the recruitment and enrollment process for the undergraduate, graduate and international populations
- Manages application processes such as maintenance, troubleshooting, and updates for each cycle for the Common App, Slate Undergraduate Application and any other applications hosted by an outside vendor.
- Assist Director of Enrollment Operations in the decision release process and subsequent financial aid documentation that is shared on student portals through Slate.
- Other duties and responsibilities as assigned.

Positions Supervised:

- None

Major Contacts:

- Director of Enrollment Operations
- Director of Marketing
- Content and Brand specialist writer
- Entire Admission and Enrollment Staff
- Financial Aid office
- Other on-campus offices as needed

Demonstrates Excellence:

- Exhibits a high level of motivation and a strong work ethic
- Multi-tasks well in a very busy atmosphere to maintain the highest possible level of efficiency
- Works cooperatively, productively and cheerfully within a team-oriented environment
- Interacts with contacts of all ages in a professional and friendly manner
- Prioritizes daily work very well and responds to changing needs of job with extreme flexibility
- Pays close attention to detail to maintain accuracy

Education and Work Experience:

- Bachelor's degree
- 2-3 years' work experience in higher education
- Demonstrated experience in managing and configuring Slate CRM
- Experience in college Admission preferred

Education and Work Experience:

- High school diploma plus some post-secondary education, work experience, or specialized training
- Previous data entry experience with a high competence level

Analytic Skills:

- Some analysis of cause-and-effect problems based on a standard approach learned through training, established policy, or the use of established procedures.

Language and Literacy Skills:

- Prepares and delivers written and spoken information to small and large groups
- Effectively manages meetings
- Communicates regularly and effectively with a wide range of groups

Computer/Technology Skills:

- Experience with Technolutions Slate (CRM) is required
- Experience with Ellucian Colleague ERP Software and Slate integration is preferred
- Familiarity with Microsoft Office products
- Working knowledge of databases

Physical Demands:

- Work is often performed in a typical office environment requiring:
- Sitting in a normal seated position for extended periods of time
- Reaching by extending hand(s) or arm(s) in any direction
- Dexterity sufficient to manipulate objects with fingers, for example operating a computer keyboard
- Communication skills using the spoken word
- Vision sufficient to see within normal parameters
- Hearing sufficient to hear within normal range
- No or very limited physical effort
- No or very limited exposure to physical risk

The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with a disability to perform the essential functions.

Additional Requirements for the Job:

- None required

*The above job description in no way states or implies that these duties are the only duties performed by this employee. The incumbent is expected to perform other related duties necessary for the effective operation of the department.

