UNIVERSITY of DALLAS

CRM Systems Manager

WHO WE ARE

The University of Dallas (UD) is a Catholic liberal arts university known for its excellence in academics. We have consistently ranked as one of the top regional universities in the country, holding a place on both U.S. News & World Report’s list of the Best Regional Universities (West) and Forbes’ Best Value Colleges. We are dedicated to and guided by our Mission and thrive on professional development, a family-oriented environment, our rich traditions and exceptional employee benefits.

JOB DESCRIPTION

UD is currently seeking a CRM Systems Manager to oversee the Undergraduate and Graduate Admissions, Human Resources, and Development CRM, Slate, and work to continuously optimize the tool. This position supervises management of admissions documents and data, database/CRM management related to prospective students, applicants, and new admits; prospect tracking/communication; applicant tracking; admission decision process; and adherence to admissions procedures and guidelines.

PRIMARY RESPONSIBILITIES

- Serve as the subject matter expert in data comparisons between Banner, SLATE, and other University systems and databases ensuring the data is in sync and has consistent data integrity. Oversees support to Admissions, HR, and Development instances of Slate.

- Manage and develop the Technolutions Slate admission CRM. This includes oversight of the prospect and inquiry base, communications stream, application processing and data reporting for domestic and international, first-year and transfer prospective student populations.

- Manage operational and technological aspects of Admissions Office, including the development of systems and processes for internal and external communications, managing inquiries, applicants, and newly admitted students for College of Business, Constantin, and Braniff Colleges.

- Support a wide variety of technology and data needs of an Enrollment division, including focuses of student recruitment, inquiry management, application management, travel planning, event planning, reading and selection, communications, and retention.

- Plan and manage projects for CRM and database improvements for Admissions, Human Resources and Development Slate applications.

- Ensure the timely execution and delivery of external communication flow and marketing campaigns outlined by the head of Enrollment Management.

- Supervise admission processing support staff and analysts, providing direction and support as needed.
MINIMUM REQUIREMENTS

- Bachelor’s degree in Information Technology, Business or a related area.
- Four years’ experience using student information systems.
- Experience using Slate.
- Advanced knowledge of CRM system.
- Knowledge of FERPA requirements for the security of applicant and student information.

BENEFITS

UD provides competitive pay and benefits, including eligibility to participate in medical, dental, life and disability insurance; employee events; a health and wellness program; a free fitness center; competitive leave programs; tuition benefits for employees and their families; and matching retirement plan contributions.

If this sounds like the job for you, apply online at: https://hr.udallas.edu/apply/

The University of Dallas seeks to recruit, develop, and retain faculty, staff and administration of the highest caliber.

The University is an Equal Opportunity Employer, and encourages applications from female and minority candidates and others who will enhance our community and advance our Mission.