



USC University of
Southern California

Manager, Enrollment Strategy

Job Description

JOB INFORMATION

<i>Job Code:</i>	138140
<i>Job Title:</i>	Manager, Enrollment Strategy
<i>FLSA Status:</i>	Exempt
<i>Supervisory:</i>	Manages through subordinate supervisors.
<i>Job Family:</i>	Student Programs
<i>Job Family Group:</i>	Student Support Services
<i>Management Level:</i>	5 Manager

JOB SUMMARY

Provides management, direction and critical analysis of student enrollment trends and creates models to project program enrollment. Provides forecasts and assessment of recruitment and outreach initiatives, scholarship targeting strategies and develops predictive models. Assists leadership in ensuring execution of technology-supported business processes, data management, reporting and analysis. Leverages data and market trends to assess the viability of programs and provide recommendations on pipeline building, marketplace shifts and new innovations. Manages enrollment systems and marketing acquisition best practices. Translates analytical insights into technology systems and marketing strategies.

JOB QUALIFICATIONS:

Education

<i>Req</i>	<i>Pref</i>	<i>Degree</i>	<i>Field of Study</i>
X		Master's degree	
	X	Master's degree	

Additional Education

Check here if experience may substitute for some of the above education.

Combined experience/education as substitute for minimum education

Work Experience

<i>Req</i>	<i>Pref</i>	<i>Work Experience</i>	<i>Experience Level</i>
X		7 years	
	X	10 years	

Additional Work Experience

Check here if education may substitute for some of the above work experience.

Combined experience/education as substitute for minimum work experience

Knowledge, Skills and Abilities

Req	Pref	Functional Skills
X		Experience supervising and managing staff.
X		Experience in enrollment management in a university setting.
X		Knowledge of statistical analysis and reporting.
X		Ability to use and analyze data, create reports and spreadsheets, and utilize electronic presentation software to make and communicate data-driven decisions.
X		Advanced knowledge of Slate CRm, SQL, MS Access and Liquid Markup.
X		Working knowledge of HTML, JavaScript, Scripting languages, CSS, Excel and Frontend Frameworks (e.g., BootStrap).
X		Research and analysis skills.
X		Experience with project planning and implementation.
X		Experience overseeing and maintaining a budget.
X		Experience maintaining effective working relationships with various constituencies (e.g., prospective students, alumni, faculty).
X		Demonstrated leadership ability.
X		Excellent written and oral communication skills.
X		Excellent time-management and planning skills.
X		Ability to recognize and adjust to change.
X		Understanding of enrollment analytics in supporting new student enrollment.
X		Ability to exercise independent judgment and conduct strategic planning.
X		Substantial working knowledge of Microsoft Office (e.g., Word, Excel, PowerPoint).
	X	Graduate degree in business, marketing, communications, education, marketing, social science or related field.
	X	Familiarity with university culture and values.
	X	Experience bringing a creative spirit to the design, development and success of an integrated, innovative, student-centered, data-informed, mission-driven enrollment strategy.

Other Job Factors

JOB ACCOUNTABILITIES

	% Time	Essential	Marginal	N/A
Develops and refines highly intuitive enrollment technology strategy. Manages all processes related to enrollment management systems (e.g., Slate). Manages and trains staff on complex system needs (e.g., writing code) to ensure high-level functionality. Collaborates with other offices to ensure accuracy and effectiveness of data flow. Identifies creative solutions and incorporates new processes to improve workflows, production, security and efficiency of systems. Supports integration of enrollment management system with campus-wide systems (e.g., WebAdmit, SIS, data visualization software).				
Conducts market research and business intelligence to identify potential market opportunities, program viability and general industry trends. Manages qualitative research studies to better understand student behavior and intentions. Designs and coordinates strategies and events to drive consumer engagement. Manages and maintains electronic records for prospective students. Tracks ROI on marketing and recruitment initiatives. Assists in developing scholarship allocation strategies and profiling. Serves on appropriate committees.				
Develops summary reports for strategic-level analysis. Ensures accuracy of reports (e.g., pacing, targets, pipeline). Creates and manages EM dashboards. Collaborates on establishment of marketing budget considering KPIs and ROI goals.				
Ensures messaging and delivery of content to attract attention of prospective students. Collaborates with leadership to develop strategies to ensure enrollment success for new and existing programs. Ensures communication is optimized through A/B testing. Manages marketing mix to balance paid and organic channels.				
Collaborates on overall strategic plan, staffing decisions and team management. Trains university staff across programs in enrollment management software, working collaboratively to ensure best practices and resolve issues. Serves on teams and committees as assigned or appropriate, attending regular meetings.				

JOB ACCOUNTABILITIES

	<i>% Time</i>	<i>Essential</i>	<i>Marginal</i>	<i>N/A</i>
Works on special programs and projects as assigned. Manages associated expenditures in support of recruitment initiatives and monitors department budget to ensure efficient use of available funds for assigned budget lines (e.g., professional service, travel, university services).				
Promotes an environment that fosters inclusive relationships and creates unbiased opportunities for contributions through ideas, words, and actions that uphold principles of the USC Code of Ethics				

Other Requirements

<i>Essential:</i>	<i>Emergency Response/Recovery</i>	<i>Essential:</i>	<i>Mandated Reporter</i>
Yes	In the event of an emergency, the employee holding this position is required to “report to duty” in accordance with the university’s Emergency Operations Plan and/or the employee’s department’s emergency response and/or recovery plans. Familiarity with those plans and regular training to implement those plans is required. During or immediately following an emergency, the employee will be notified to assist in the emergency response efforts, and mobilize other staff members if needed.		A mandated reporter who in his or her professional capacity has knowledge of, or reasonably suspects a person who is under the age of 18 years, elderly, or a dependent adult has been the victim of abuse or neglect must report the suspected incident. The reporter must contact a designated agency immediately or as soon as practically possible by telephone or in writing within 36 hours. By virtue of the associated job duties, this position qualifies as a mandated reporter as required by state law and USC’s policy at: https://policy.usc.edu/mandated-reporters/
<i>Campus Security Authority (CSA)</i>			<i>Essential:</i>
By virtue of the associated job duties, this position qualifies as a Campus Security Authority as required by law and USC’s policy at: https://dps.usc.edu/alerts/clery/			

ACKNOWLEDGMENTS

The above statements reflect the essential and non-essential functions as necessary to describe the principle contents of the job. They are not intended to be a complete statement of all work requirements or duties that may be required of the position. I understand that I may be asked to perform other duties as assigned. USC reserves the right to add or change duties at any time.

The University of Southern California is an Equal Opportunity Employer. USC prohibits discrimination on any basis protected under federal, state, or local law, regulation, or ordinance or university policies. All employment decisions are based on individual qualifications and business need.

I acknowledge receipt of this job description and its associated physical requirements. I have read and understand the job description and job requirements and agree to abide by their contents. I realize that duties may be requested of me that are not specifically stated herein. I understand that I will be expected to adjust to potential fluctuations in work volume. I understand that, if I have any questions about the essential functions or expectations of my position, my supervisor and/or HR partner are available to discuss them with me.

Print Employee Name

Signature

Date

Print Manager Name

Signature

Date

This job description describes the general nature and level of work required by the position. It is not intended to be an all-inclusive list of qualifications, skills, duties, responsibilities or working conditions of the job. The job description is subject to change with or without notice, and Management reserves the right to add, modify or remove any qualification or duty. Nothing in this job description changes the existing at-will employment relationship between the university and the employee occupying the position.