Director of Search, Analytics, and Reporting

Location: Erie
Department: Division of Enrollment
Reports To: Vice President of Enrollment
Full/Part Time: Full-Time
Classification: Exempt
Closes: Open until filled

POSITION SUMMARY

The Director of Search, Analytics, and Reporting is a critical partner in the university’s recruitment efforts. As a search strategist at the undergraduate level, the director uses a market- and demographic-driven approach to identify qualified high school students for prospective enrollment at the university. The director employs similar approaches with other prospective student populations (e.g., graduate students, nontraditional students). The director works closely with colleagues in the various admissions units and marketing to qualify prospects and identify prospects with a high propensity for application and possible matriculation. The director uses data to inform decision-making and produces timely, actionable reports for internal and external use.

DUTIES AND RESPONSIBILITIES

- Determine and define scope and objectives of search strategy
- Execute search and manage the prospects entry into the university’s CRM
- Identify qualification strategies for a large prospect pool
- Collaborate with marketing and admissions to create, monitor, and optimize communications flows at all stages of the recruitment funnel
- Develop analytic measurements that facilitate prospecting, qualification, and recruitment
- Develop and maintain automated reports for a variety of internal and external audiences
- Manage origin source identification strategies to allow university leaders to determine ROI for various prospecting strategies and sources
- Provide relevant training to internal and external stakeholders
- Other duties as assigned

QUALIFICATIONS:

- EDUCATION
  - Master’s preferred
  - Bachelor’s required

- KNOWLEDGE/EXPERIENCE
  - 3-5 years of experience in lead generation activities preferred
  - Understanding of how business cycles work
  - Budget, planning and forecasting
Experience working with an enterprise data system (Ellucian Colleague) and a CRM (Slate)
Facility with business metrics, statistics, and ratios

**SKILLS/ABILITIES**
- Collaborate across departments
- Translate complex data and articulate results to stakeholders
- Project management
- Deadline adherence

**COMPETENCIES**
- Ability to work independently
- Self-driven with an ability to identify the point of greatest need and take action to fill identified gaps
- Ability to analyze data sets and deliver results to stakeholders
- Ability to format data in reports for ease of understanding for stakeholders

**APPLICATION PROCESS:**

Review of applications will begin immediately and continue until the position is filled or until date indicated above. Send cover letter, resume and 3 work-related references to:

Human Resources
Mercyhurst University
501 East 38th Street
Erie, PA 16546
hrinfo@mercyhurst.edu

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**Candidates must be currently eligible to work in the United States.**