



Position: CRM Operations Manager and Data Analyst, Full Time

Department: Enrollment Management and Marketing

Position Summary:

The CRM Operations Manager and Data Analyst reports to the Vice President for Enrollment Management and Marketing, and oversees the administration, optimization, and strategic use of our CRM system which supports admissions, retention, and engagement initiatives. This role combines CRM systems management with data analysis to ensure reporting, efficient workflows, and actionable insights for leadership and campus partners. While managing the CRM, the person in this role must also be comfortable with developing an understanding of the J1 system as it is a crucial bridge to the CRM.

Essential Functions:

CRM Administration and Operations

- Serve as primary administrator for the CRM (e.g. Salesforce, Element451, or similar).
- Manage user access, permissions, workflows, automation and system configuration.
- Maintain data governance standards, system documentation, and process guidelines.
- Troubleshoot issues and coordinate with IT and external vendors as needed.
- Lead system enhancements and continuous improvement initiatives.

Data Analysis and Reporting

- Develop and maintain dashboards and reports supporting enrollment and operational decision-making,
- Analyze recruitment funnel performance, campaign outcomes, and engagement metrics and trends.
- Ensure data integrity and consistency across systems,
- Translate complex data into clear, actionable insights for leadership,

Cross-Functional Collaboration

- Work closely with admissions, marketing, financial aid, student accounts, academic affairs, advising and other departments to align CRM use with institutional goals.
- Support segmentation strategies and communication tracking.
- Identify and implement process improvements that enhance efficiency and service to students.

Required Knowledge, Skills, Abilities:

- *Familiarity with or sincere interest in learning about the mission of Spring Hill College and the meaning of a Jesuit education, thus enabling the employee to support and strengthen the Jesuit, Catholic mission of Spring Hill College.*

- *Proven ability to support and contribute to a culture of inclusion, equity, and respect for diverse backgrounds, perspectives, and traditions in alignment with SHC mission.*
- Analytical thinker with strong attention to detail.
- Process improvement mindset.
- Clear communicator across technical and non-technical audiences.
- Collaborative and service-oriented.
- Ability to manage multiple priorities in a dynamic environment.

Qualification Standards:

Minimum Qualifications:

- Bachelor's degree in business, data analytics, information systems or related field.
- 3-5 years of experience using a CRM, data analysis, or operations management
- Experience building dashboards and reports.
- Advanced Excel skills and strong analytical ability.
- Strong project management and communication skills

Preferred Qualifications:

- Experience in higher education or enrollment management.
- Familiarity with SQL or data visualization tools (e.g., Power BI, Tableau).

Certifications and Licenses Requirements:

Spring Hill College is an Equal Opportunity Employer that values inclusion, respect, and the inherent dignity of every person, consistent with our Catholic, Jesuit mission.

The College reserves the right to modify, reassign, or eliminate job duties and responsibilities, or to combine positions, or portions thereof, at any time, with or without notice. This job description is not an employment agreement or contract.
