Admissions Systems and Communications Analyst
Campus To Be Determined

Job Announcement

Northshore Technical Community College is accepting applications for a full-time, non-exempt, unclassified position. The domiciled campus is to be determined.

Applications will be accepted until position is filled, with preference being given to those received on or before June 22, 2024.

All applicants are subject to a background check, in accordance with NTCC Policy HR-020, a criminal history check will be conducted on all new hires. NTCC participates in the federal E-Verify system for identification and employment eligibility purposes.

To apply please submit: (1) a letter of application, (2) a resume and (3) official transcript to (for transcript to be considered official, it must be sent directly from the school/college/university to Human Resources):

Attention: Hiring Manager
Northshore Technical Community College
65556 Centerpoint Boulevard
Lacombe, LA 70445
Telephone number: 985-545-1262
Email: resumes@northshorecollege.edu

SUMMARY:
This position reports directly to the Dean of Enrollment Management and Registrar. The Admissions Systems & Communications Analyst oversees and executes communication campaigns within the college’s CRM systems to support admissions goals. Creates and deploys communications content to increase enrollment interest, inquiries, applications, deposits, and yield. Leverages a comprehensive understanding of the admissions and enrollment process to provide direct support in administrative, analytical, and operational functions. Creates and implements processes that enable staff to reach enrollment targets. Supports other offices within Enrollment Management.

The Admissions Systems & Communications Analyst responsibilities include but are not limited to: leading the college’s ongoing outreach efforts across the Northshore region and beyond, the oversight and management of the enrollment communications and recruiting tools and on-boarding of all students; using extensive data analysis of current and past enrollment trends to set recruitment and enrollment goals for recruitment, orientation, outreach and student contact management events and determining the appropriate type of programming required based on prospective student and client needs; and overseeing the planning, execution, and evaluation of promotion of the college to the general public.
QUALIFICATIONS:

Minimum:
Associate’s Degree in related field and minimum three (3) years related experience in higher education. Ten years of related work experience may substitute for the educational requirements, of which three years must be Enrollment Management experience.

Preferred: A Bachelor’s Degree and three (3) years related experience in higher education is preferred.

RESPONSIBILITIES:

- Serves as the College’s Chief Admissions Officer and collaborates with the Dean of Enrollment Management and Registrar to plan and execute effective recruitment strategies and build, maintain, and enhance communication streams for prospective and accepted students to achieve desired enrollment outcomes.
- Provides information and data/statistics used in the analysis and evaluation of the performance of enrollment management systems.
- Serves as the content manager for admission, recruiting, and outreach announcements and emails channeled through the college’s website.
- Assists the Dean of Enrollment Management and Registrar with communications to prospective, returning, and transfer students and is responsible for developing and accessing orientation across campuses.
- Oversees the College’s admission functions in the student enrollment system as well as the admissions CRM system. Acts as the primary admissions communications administrator. Manages the day-to-day operation, use, and configuration of communications in the system.
- Develops reports and dashboards and analyzes data to evaluate enrollment marketing and admissions communications strategies.
- Responsible for the preparation of reports specific to the areas of his/her responsibilities.
- Creates and executes long-term plans for the function of the CRM within the department as it relates to recruitment management and prospect communications.
- Plans and coordinates market and prospect identification, communications plans, marketing initiatives, on-campus and off-campus events.
- Performs functions to troubleshoot and problem solve Banner Student software issues. Works closely with Louisiana Community and Technical College System Office staff in regard to testing software updates and releases before they are installed in PROD in Banner Student.
- Responsible for establishing, reviewing, implementing, and revising College admissions policies and practices.
- Serves as liaison with other offices regarding the technical needs of admissions.
- Collaborates and strengthens relationships with external stakeholders with an emphasis on student recruitment and retention from application to orientation to registration.
- Travel is required between NTCC campuses and locations as well as local high schools and universities.
- Other duties as assigned by supervisor.
SPECIAL SKILLS AND ABILITIES:

1. **Skills/Abilities:** Application and intermediate knowledge of office practices and procedures. Intermediate computer skills. Effective phone etiquette skills. Must be able to communicate effectively in both written and verbal form. Must maintain confidentiality of work-related information and materials. Must establish and maintain effective working relationships. Excellent customer service skills. Should have knowledge of document-imaging technology. Must be able to maintain current social media websites.

2. **Equipment Used:** Personal Computer and other equipment associated with a general office environment (copier, telephone, fax, etc.)

3. **Software Used:** A variety of word-processing, spreadsheet, database, e-mail, and presentation software.

PHYSICAL REQUIREMENTS:
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. While performing the duties of this job, the employee is regularly required to sit; use hands to handle or feel and talk or hear. The employee is frequently required to reach with hands and arms. The employee is occasionally required to stand; walk and stoop, kneel, crouch, or crawl. The employee must frequently lift and/or move up to 10 pounds and occasionally lift and/or move up to 25 pounds. Specific vision abilities required by this job include close vision, distance vision, color vision, peripheral vision, depth perception and ability to adjust focus.

INTERPERSONAL SKILLS:
Alternative or combined skills in understanding, counseling, and/or influencing people are important in achieving job objectives, causing action, understanding others, or changing behavior; and, skills of persuasiveness or assertiveness, as well as sensitivity to the point of view of others.

WORKING CONDITIONS:
The work environment characteristics described here are representative of those an employee encounters while performing the essential functions of this job. The noise level in the work environment is usually moderate.

Northshore Technical Community College is an Equal Opportunity Employer

In compliance with Title VI of the Civil Rights Act of 1964, Title IX of the Education Amendments of 1972, and Section 504 of the Rehabilitation Act of 1973, this Educational Agency upholds the following policy: Northshore Technical Community College campuses assure equal opportunity for all qualified persons without regard to race, religion, sex, national origin, age, handicap, marital status or veteran's status in admission to, participation in, or employment in the program and activities of this system. Each campus welcomes handicapped individuals and has made buildings accessible to them.