



MANAGER, INTERNATIONAL STUDENT ENROLLMENT SYSTEMS AND TECHNOLOGY

DEPARTMENT: International Student Programs

COLLEGE: Central Services

SALARY GRADE: [A2/A3 - G](#)

POSITION PURPOSE:

Reporting to the Executive Director of International Student Programs (ISP), this position is responsible for managing and optimizing the ISP recruitment, admissions, and immigration management technology systems. As the primary administrator for the CRM (Slate) and immigration system (Sunapsis), this position works in close partnership with the Executive Director and other ISP administrators and leadership team members to develop technological solutions to improve our processes and make data informed decisions. This position will guide our team to fully utilize our technology systems to improve efficiency and customer service in our application process, deploy a strategic communication plan, and make data informed recruitment decisions, with the overarching goal of increasing international student enrollment.

NATURE and SCOPE:

This position is responsible for the overall project management, administration, and deployment of information technology systems related to international recruitment, admissions, and immigration.

KEY DUTIES and RESPONSIBILITIES:

The following duties and responsibilities are typical but not limited to the following:

1. Oversee the utilization of information technology systems supporting International Student Programs. Maintain applicant and staff portals. Coordinate system customization and issue resolution.
2. Collaborate with ISP leadership to manage, refine and optimize workflows; develop process improvements and make recommendations to leverage the return on technological capabilities.
3. Provide ongoing systems training and technical support to functional users of relevant information technology systems. Act as technical liaison to other departments on campus.
4. Partner with Educational Technology Services (ETS) to ensure proper integrations between vendor systems and other campus systems, and on system maintenance, enhancements, and configurations necessary to ensure reliable business workflow.
5. Create and monitor data files transferred between the District's information system and ISP systems; Monitor the accuracy of data across information systems and collaborate with district partners to resolve data discrepancies.
6. Research and analyze data for strategic enrollment planning/management and student immigration support; prepare reports as necessary.
7. Develop long-term ISP technology strategy and project planning in collaboration with the Executive Director.

Immigration Records Management System

8. Oversee and manage immigration records management database system.

9. Coordinate with immigration advisors to ensure the system is used for proper SEVIS reporting.
10. Set up reports and coordinate with ISP staff to ensure data are reconciled.

Customer Relationship Management System

11. Manage and oversee the CRM (Slate) throughout the entire admission cycle, including applicant and staff portals, reports and documentation, and user/staff training and support.
12. Oversee and manage use of analytics to track student prospect behavior; compile prospect data and reports for analysis.
13. Work closely with the Director of International Recruitment and Marketing on the deployment of a CRM communication strategy. Coordinate with ISP Directors and Admissions Staff to shepherd strategic digital communications, marketing, and admission support materials throughout their conception, development, review, and distribution lifecycle.
14. Perform other related duties as assigned.

EMPLOYMENT STANDARDS

Knowledge:

1. Relevant software programs and applications
2. International students, international admissions, and/or SEVIS

Skills and Abilities:

1. Quantitative, analytical and technical skills
2. Excellent written and interpersonal skills
3. Superior organizational skills
4. Project and process management skills
5. Solution-oriented; meets problems and challenges with resourcefulness
6. Understanding of, sensitivity to, and respect for the diverse academic, socio-economic, ethnic, religious, and cultural backgrounds, disability, and sexual orientation of community college students, faculty and staff

Education and Experience:

1. Bachelor's degree in business, education, social science, international relations administration or a related field.
2. Five (5) years of related work experience.
3. One (1) year experience in data extract and query analysis using a tool such as SQL.

Preferred Qualifications:

1. Experience working in international recruitment, admissions, or immigration advising
2. Experience working with Banner, Slate, Sunapsis or similar programs
3. Intermediate proficiency in SQL
4. Intermediate proficiency in data analysis software applications (E.g. STATA, SPSS, SAS)

WORKING CONDITIONS:

Environment:

1. Typical office environment; subject to travel to conduct work

Physical Abilities:

1. Hearing and speaking to exchange information in person and on the telephone and make presentations.
2. Dexterity of hands and fingers to operate a computer keyboard.
3. Vision sufficient to read various materials.
4. Sitting for extending periods of time.
5. Bending at the waist.
6. Lifting and carrying objects up to 20 lbs.

Date Approved: December 1, 2018; Revised: July 2019

Ed Code: H-11

Creditable Service: PERS