



CROW CANYON ARCHAEOLOGICAL CENTER

Position Title: Database and Enrollment Manager
Status: Full-Time
Employment Category: Exempt
Reports to: Chief Outreach Officer
Approved: 6/10/2022

Position Summary:

The Enrollment and Database Manager is an integral part of the mission delivery, advancement, outreach, IT, and financial analysis functions at Crow Canyon. This position reports to the Chief Outreach Officer, but there are interdepartmental collaboration requirements of the role. This person will have responsibility for the successful outcome of specific tasks in multiple departments and will be accountable to the heads of other departments as well as the President and CEO. This person will be tasked with database related services and support, assisting with development of best practices, processes, and procedures for database use, setting up queries, database clean up, and providing user-friendly reports. This position will also require direct enrollment of participants, schools, and other stakeholders as needed. This position works to inform a better understanding of current and future revenue opportunities, through data research. This person will also develop and propose ways to customize the use of the database to grow fundraising revenue, increase profitability through efficiency, and manage risks. This person will work closely to determine the needs of stakeholders through organization-wide communication.

Education and/or Experience:

Advanced degree in a relevant field preferred as well as 5 years of experience in roles such as project management, database management, and customer service experience or equivalent combination of education and experience in a related field of study is required. Knowledge of archaeology, education, database, and customer relationship management practices will be given preference.

Essential Duties and Responsibilities:

To perform this job successfully, an individual must be able to perform each essential duty satisfactorily. The requirements listed below are representative of the knowledge, skill, and/or abilities required. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

Overall responsibilities include overseeing database processes, organization, clean up; data research to inform and improve processes and practices; training of database users to ensure best practices; participate in solution development.

- Working with finance, IT, mission delivery, advancement, and outreach to determine best practices, establish protocols, refine processes, and collaborate on and oversee database clean-up functions
- Train database users across departments on basic and advanced data base procedures as needed
- Monitor data to ensure proper input procedures are followed, and provide guidance or additional training as needed
- Develop routines to check data for accuracy and apply data constraints as necessary
- Set up data queries for departmental use and create user-friendly reports for departments as needed
- Identify, research, and run data queries to inform the efforts of earned revenue programming and member retention.
- Coordinate with staff to develop targeted mailing lists for printed and digital appeals
- Participate in the reconciliation reports of payment with finance department
- Build Altru events and registration forms for program registration, incorporating Crow Canyon branding and language as applicable
- Verify data base entry of participant information, program registrations
- Enroll customers in Crow Canyon's on-campus programs through telephone, mail, e-mail, and face to-face communication
- Update and review enrollment forms
- Maintain knowledge of all Crow Canyon on-campus and off-campus programs
- Develop and monitor action plans for the accomplishment of enrollment/revenue goals
- Assume primary responsibility for all activities related to enrollment of participants in on-campus programs
- Provide outstanding customer service in response to requests for information, ensuring that prospective and current participants receive detailed personal attention and exemplary and timely service, in all phases of the enrollment and retention processes
- Attend school chaperone meetings and scheduling meetings to promote future enrollment of current customer base, promote the school referral program, maintain school relationships and recruit potential schools
- Conduct follow-up communication with schools and participants to maintain relationship and promote future program scheduling
- Negotiate and prepare contracts and/or invoices for all on-campus programs
- Process financial transactions
- Reconcile monthly and quarterly financial data with the finance department
- Manage scholarship accounting and reporting for school programs and other education programs

- Coordinate with the Education Manager, Chief Mission Officer, and other department heads in the scheduling of all on-campus programs, including evening programs and weekend scheduling, when necessary
- Enter data to record participants' preferences, interests, comments, survey responses, initial and secondary referrals, and other customer profile attributes
- Respond to and report participant concerns and/or complaints to the appropriate directors/managers
- Report and communicate quantitative and qualitative information gathered during the enrollment process to other members of the mission delivery area
- Maintain sensitive materials, such as medical and financial records for all on-campus programs
- Maintain database of online and network files

Knowledge, Skills, and Abilities:

- Strong database experience and understanding
- Excellent interpersonal communication skills and ability
- Adaptable, flexible, and receptive to change
- Must exhibit tact and diplomacy, and hold privileged information in the highest level of confidence
- Ability to work independently, exercise sound judgment, prioritize, manage multiple tasks and assignments, and meet tight deadlines
- Strong organizational skills and attention to detail are essential
- Commitment to teamwork; ability to work effectively and collaboratively with colleagues and multiple department staff members
- Mature, professional attitude and demeanor
- Proficient skills in MS Office (Word and Excel)
- Strong analytical and organizational skills
- Eye for detail and accuracy
- Ability to understand business needs
- Understanding of structured query language (SQL)
- Experience with database software/web applications
- Up-to-date knowledge of technology

Physical Demands:

The employee must be able to:

- Work at a computer for extended periods of time
- Work weekends and irregular or extended work hours during the week as needed
- Be physically fit to complete the essential duties of the job

Reasonable accommodations may be made to enable individuals with disabilities to perform the essential duties.

Certificates, Licenses, and/or Registrations:

- Valid driver's license if required to drive
- Background check upon hire
- Must be insurable by Crow Canyon's automobile liability carrier upon hire and while employed in this position if required to drive Crow Canyon vehicles
- Complete transportation-related training if required to drive Crow Canyon vehicles

Note: This is a general description of the kinds of duties and responsibilities that are performed by employees who have this title. It shall in no way be construed as an all-inclusive determination of the specific duties and responsibilities of any particular position. It is not intended in any way to limit the right of any supervisor to assign, direct, and control the work of employees under his or her supervision.