



# DOANE

## UNIVERSITY

### **Admission Operations and Marketing**

In the Admission Operations and Marketing position you are responsible for overseeing the application and training of our CRM (Salesforce). This position supports the operational needs of the enrollment team and works closely with marketing and vendor partners to manage communication workflows through all channels. You will help drive overall efficiency and effectiveness in meeting the needs of customers (internal and external) through effective use of technology throughout the life cycle. You will drive the expected results by building and supporting a cohesive organization of strong individual contributors working together towards a common goal.

#### **Key Areas of Responsibility:**

- Day-to-day support and optimization of deployed systems
- Help identify and prioritize new opportunities
- Continued focus on process improvement
- Delivering on commitments
- Organizational and communication workflow planning
- Strategic project planning
- Any other reasonable activity required by leadership

#### **Primary Duties & Responsibilities:**

- Responsible for project management, coordination, and quality training for team members.
- Identify operational priorities by assessing operational objectives.
- Build an effective customer support experience to make Doane users successful.
- Develop and implement standard operating procedures and best practices for operations, training, and support of built and bought software.
- Define, acquire, and maintain tools to improve the efficiency of operations and technical support.
- Assist with vendor agreements and relationships.
- Recommend, support, and/or install processes to meet the growing needs of the organization.
- Rely on experience and judgment to plan and accomplish goals.
- Act as a fully integrated team member for both IT and enrollment.
- Engage with stakeholders to understand needs, priorities, and to capture requirements for operational needs.
- Communicate project and team status outside the team to stakeholders according to prioritized business goals and information needs.
- Communicate internally and externally to maintain and improve transparency with stakeholders.

#### **Qualifications, Skills, and Abilities Required for Success:**

- Bachelor's degree with a talent in marketing
- Strong business acumen and customer service attitude
- Ability to manage multiple projects and operational tasks simultaneously
- Effective problem-solving capabilities
- Strong organizational skills
- Solution and team-focused approach
- Ability to consistently deliver on deadlines, on time, and within the plan
- Excellent verbal and written communication skills
- Ability to work in a flexible and fluid environment where the job will evolve over time