

ENROLLMENT MANAGEMENT SPECIALIST (FULL TIME)

MULTIPLE CAMPUS LOCATIONS



MINIMUM QUALIFICATIONS:

Associate degree in a related field *and* Two (2) years of experience in an educational environment.

PREFERRED QUALIFICATIONS:

(In addition to the minimum qualifications) Experience in admissions, enrollment, or student services. Knowledge of BANNER, the student information computer system; Proficiency with CRM platforms like Target X, Slate, etc.; Strong organization skills and attention to detail; ability to manage multiple priorities in a fast-paced environment; at least one (1) year experience working with customers in person. Must have data entry skills and able to work flexible hours.

RESPONSIBILITIES:

The Enrollment Management Specialist plays a critical role in supporting the functions of Enrollment Management. This position is responsible for communicating with customers, processing, maintaining, and optimizing enrollment workflows, student records, and CRM communications. With a strong emphasis on data integrity, system efficiency, and cross-functional collaboration, this role ensures seamless enrollment operations.

Customer Relations

- Provides information to prospective students about admissions document requirements, programs offered, testing requirements, etc.
- Receives and enters applications into the student information system and counsel's students on entry test scores
- Processes, maintains, scans, and files college and high school transcripts and verifies in-state residency
- Evaluates scores and/or previous academic history for admission decision
- Provides information by text, phone, written correspondence, and in person to interested parties regarding application procedures and admissions requirements
- Makes recruitment visits to high schools, career fairs, etc.; Answers community inquiries from email and phone calls

Data & Process Management

- Monitor key enrollment metrics (e.g., applied-to-admitted, admitted-to-registered) and support yield improvement strategies through data analysis and reporting.
- Manage incoming emails and phone calls to Admissions, creating plans to make sure all are addressed
- Ensure weekly resolution of enrollment-blocking errors in coordination with front office and MIS team
- Process and maintain student applications, transcripts, residency documentation, and other pertinent data in the student information system (SIS).
- Evaluate academic records and test scores for admission decisions in accordance with institutional policies.
- Conducts information sessions for prospective students, assists with recruitment events and other college events.

Technology & Systems

- Manage CRM communications, troubleshoot technical issues, and collaborate with IT and vendors to optimize CRM functionality.
- Maintain accuracy of admissions data across SIS, CRM, and other platforms.
- Support system upgrades, testing, and documentation of enrollment-related technologies.
- Contribute to the development of automated workflows and digital forms to improve operational efficiency.

Administrative Operations

- Maintain internal calendars, including adding activities on college's calendar, task tracking systems, and office coverage schedules for admissions staff.
- Coordinate with academic departments to ensure program application processes meet institutional and student needs.
- Prepare and maintain documentation, reports, admissions materials and slides with marketing, and records related to registration, admissions, and enrollment.
- Monitors use of and maintains supplies and equipment.

Collaboration & Support

- Serve as a liaison to front office staff, ensuring timely processing of student records and resolution of inquiries.
- Assist faculty and staff with registration, advisement, and enrollment-related issues.
- Support enrollment events and activities through logistical coordination and backend support.
- Other duties as assigned.

COMPETENCIES:

- Knowledge of college admissions requirements
- Knowledge of admissions testing
- Knowledge of student information system
- Knowledge of CRMs
- Knowledge of community and service delivery area
- Organizational skills
- Skill in interpersonal relations and in dealing with the public
- Decision making and problem-solving skills
- Oral and written communication skills
- Skill in the operation of computers and job-related software programs
- Skill and ability to perform complex and varied duties in an efficient and confidential manner

SALARY:

Salary commensurate with education and work experience. Benefits include paid state holidays, paid annual and sick leave, and the State of Georgia Flexible Benefits Program.

SPECIAL NOTES:

It shall be a condition of employment to submit to a background investigation. Offers of employment shall be conditional pending the result of the background investigation.

Federal Law requires ID and eligibility verification prior to employment.

All male U.S. citizens, and male aliens living in the U.S., who are ages 18 through 25, are required to register for the military draft and must present proof of Selective Service Registration upon employment. Applicants who need special assistance may request assistance by phoning (770) 229-3454. Only those who are interviewed will be notified of the status of the position. Candidates must successfully complete a criminal background investigation and motor vehicle screening.

The Technical College System of Georgia and its constituent Technical Colleges do not discriminate on the basis of race, color, creed, national or ethnic origin, sex, religion, disability, age, political affiliation or belief, genetic information, disabled veteran, veteran of the Vietnam Era, spouse of military member, or citizenship status (except in those special circumstances permitted or mandated by law). This nondiscrimination policy encompasses the operation of all technical college-administered programs, programs financed by the federal government including any Workforce Innovation and Opportunity Act (WIOA) Title I financed programs, educational programs and activities, including admissions, scholarships and loans, student life, and athletics. It also encompasses the recruitment and employment of personnel and contracting for goods and services.