

**JOB TITLE:** Business Analyst, Enrollment Services  
**DEPARTMENT:** Student Development  
**LOCATION:** Union Campus  
**REPORTS TO:** Vice President, Student Development

**FLSA:** Exempt  
**LEVEL:** 206  
**DATE:** 4/21/23; 5/12/21; 02/26/18

**POSITION SUMMARY:** Perform necessary duties to design, develop, and implement effective business processes and changes to existing processes. Provide leadership in advancing innovative, efficient, and effective technology solution to assist the College to meet its enrollment goals. Assignments may include, but are not limited to, consulting with users, participating in analysis of user requests, evaluating software packages, and testing and implementing technology solutions to support legal, procedural, and policy changes. Assess technologies that integrate with the student information system to create ideal end products. Serve as the liaison between functional users, administrators, and IT to ensure that needed technical requirements are addressed and process objectives are met.

**EDUCATION, EXPERIENCE, and LICENSES/CERTIFICATIONS:** *(A comparable amount of training, education or experience may be substituted for the minimum qualifications.)* Completion of Bachelor's degree; master's degree preferred; five – eight years of experience in enrollment management with a primary focus on high quality, innovative service delivery, data management and analysis, and working with functional and technical aspects of student information systems required.

**ESSENTIAL TASKS:** *Employee must be able to perform the following essential functions to the satisfaction of the employee's supervisor.*

- Implement, document, test, and maintain administrative software solutions, including, but not limited do, modules of Colleague from Ellucian, East Central College's ERP, Watermark Student Success and Engagement, and Perceptive Software/ImageNow.
- Translate user requirements into designs and specifications to develop queries and reports, and retrieve and present data using Colleague and Enrtrinsik Informer, as well as other business intelligence and data analysis software.
- Serve as interface between functional users and technical resources, coordinating with technical resources to resolve system problems.
- Test and implement software systems, assuring functionality that meets user expectations
- Develop and document improved business processes to promote efficiency, greater productivity, and support operational decision making related to enrollment services.
- Analyze the impact on business processes resulting from implementation, updates, and upgrades of the system.
- Coordinate technology-related projects within the Student Development Division.
- Function as a "power user" skill level in Colleague modules related to enrollment services.
- Oversee technical troubleshooting and training efforts for the Student Development Division.
- Provide system training for constituents (students, staff, and faculty) on Colleague Student sub-modules and other enrollment services utilized technology, as needed.
- Develop and maintain a thorough knowledge of ECC's technical capabilities and available functional and technical resources.
- Develop and maintain student system documentation, including Colleague validation and rule forms.
- Assure compliance with established institutional and departmental policies, procedures and standards related to data integrity, financial aid regulations and computer usage through the use of various reports.
- Maintain data integrity and communicate procedural issues to campus leadership for resolution as necessary. Create and maintain a high-level policy and procedure documentation.
- Work in cooperation with Institutional Research Department in preparing support data for internal and external reports for federal and state use.
- Create and maintain the Student Development communication calendar, perform scheduled communications, and track and report on communications to evaluate efficacy.
- Conduct college business in a professional and ethical manner that includes the College's core values of integrity, diversity, empowerment, service, learning and collaboration.
- Communicate effectively in a professional, tactful and courteous manner with students, employees, faculty and the general public.
- Ensure that all activities are conducted within the established guidelines of the Family Educational Rights and Privacy Act (FERPA).

- Perform assigned responsibilities, and other related duties, and tasks according to established practices, procedures, techniques, and standards in a safe manner and with minimal supervision.

**KNOWLEDGE, SKILLS, and ABILITIES:** Knowledge of college policies, procedures, and practices with the ability to answer work related questions; and/or interpret complex policies and procedures and apply these guidelines correctly in various situations; knowledge of enterprise-wide student information systems and report writing, Colleague experience preferred; knowledge and understanding of the Family Educational Rights and Privacy Act (FERPA) and other federal and state privacy laws/mandates; excellent communication (oral and written) and communication skills in all media (phone, face-to-face and email) to effectively communicate to students, general public, and College staff and faculty; experience gathering business requirements and developing technical training documentation; demonstrated ability to clearly present technical material to non-technical staff; ability to multi-task and deliver in a fast-paced environment, and the ability to independently resolve problems required; demonstrated success in collaborating within all levels of the institution and cross-functional teams, and the ability to work effectively with an ethnically, culturally and socially diverse campus community; ability to maintain confidentiality; general knowledge of the community college system and philosophy of comprehensive community colleges; excellent organizational, analytical and planning skills; availability to work or meet in the evenings and/or on weekends; ability to travel out-of-state as well as locally to participate in meetings, conferences, and other activities related to the operations of the colleges; exhibited skills in communication, interpersonal relations, office management, records management, office procedures, are essential; must show initiative and require minimal supervision to achieve assigned duties.

**DECISION-MAKING and ANALYTICAL SKILLS:** Decision-making is a significant part of job, affecting a large segment of the school administration and the general public; perform professional or managerial work including advanced data analysis and synthesis; adhere to college and department policies, procedures, and practices; perform all job duties in a safe and efficient manner. Ability to use independent judgment in making administrative/procedural decisions with minimal supervision; ability to manage interpersonal conflict situations requiring tact, diplomacy and discretion; demonstrated analytical ability; ability to identify, understand, analyze and design unique and innovative solutions to complex challenges.

**EQUIPMENT AND SOFTWARE:** Utilize current College and/or department information technology including but not limited to, Microsoft Office, Outlook, Colleague, ImageNow, Watermark Student Success & Engagement, Entrisik Informer, etc.; office machines such as telephones, or copiers.

**PHYSICAL DEMANDS AND WORKING ENVIRONMENT:** *The conditions herein are representative of those that must be met by an employee to successfully perform the essential functions of this job.*

**Environment:** Work is performed primarily in a standard office setting with frequent interruptions and distractions; extended periods of time viewing computer monitor. The employee may be required to work or meet in the evenings and/or on weekends. The employee may be required to travel out-of-state as well as locally to participate in meetings, conferences, and other activities related to the operations of the colleges.

**Physical:** Primary functions require sufficient physical ability and mobility to work in an office setting; to stand or sit for prolonged periods of time; to lift, carry, push, and/or pull up to 10 lbs; to operate office equipment requiring repetitive hand movement and fine coordination including use of a computer keyboard.

**POSITIONS SUPERVISED:** None

**SIGNATURES:** *This job description has been designed to indicate the general nature and level of work performed by employees within this classification. It is not designed to contain or be interpreted as a comprehensive inventory of all duties, responsibilities and qualification required of employees assigned to the job.*

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Employee Signature/Date

**NOTICE OF NON-DISCRIMINATION:** *East Central College does not discriminate on the basis of race, color, religion, national origin, ancestry, gender, sexual orientation, age, disability, genetic information or veteran status. Inquiries related to employment practices may be directed to Human Resources Director at 636-584-6710. East Central College is an equal opportunity employer and provider of employment and training services. Auxiliary aids and services are available upon request to individuals with disabilities.*