

DESCRIPTION, DUTIES, & EXPECTATIONS OF POSITION

POSITION TITLE: ENROLLMENT COMMUNICATIONS COORDINATOR
PERSONNEL CLASSIFICATION: ADMINISTRATIVE STAFF, FULL-TIME
DEPARTMENT: ADMISSION
POSITION SUPERVISOR: DIRECTOR OF ADMISSION
DEPARTMENT HEAD: VICE PRESIDENT FOR ENROLLMENT
MANAGEMENT

PRIMARY DUTIES/RESPONSIBILITIES: In this assignment, duties and responsibilities may include, but are not necessarily limited to the following:

- Under the direction of departmental leadership: implement, and execute a comprehensive (first-year, transfer, international) undergraduate enrollment communication plan in collaboration with both internal and external partners across print, email, web, SMS social media channels and other external vendor sites.
- Under the direction of departmental leadership, implement and execute messaging for all related audiences such as parents and high school/community college counselors.
- Collaborate with admission, student financial planning and marketing staff on comprehensive project management timelines to ensure deliverables are met by established deadlines.
- Coordinate with the Director of Enrollment Visits & Events to develop all event related communications. Ensure a seamless communication experience for students attending a campus visit or event.
- Collaborate with the College Communications & Marketing department on consistency of messaging, branding, and design for all enrollment communications. Review and gather internal approval for all print communications to ensure accuracy of content and consistency in messaging strategy.
- Provide editing and writing (or source writing) support for enrollment email campaigns, print materials, web/social media content, etc.
- In partnership with departmental leadership, develop and oversee reporting and effectiveness for all enrollment marketing initiatives.
- Manage admission content and presence on the college website and coordinate updates with the Enrollment Leadership Team. Collaborate with campus partners in managing admission-related content on their respective pages.
- Collaborate with the enrollment operations team utilizing Technolutions Slate CRM to offer creative solutions for messaging and content to attract the attention of prospective students. Identify training opportunities for enrollment staff.
- Collaborate with internal and external sources to project manage a comprehensive enrollment campaign aligned to enrollment goals and leveraged to support conversions. External sources develop content for approximately 90% of our communication flows executed through Technolutions Slate CRM using drip campaigns.
- Keep current with employing best practices and standards in enrollment communications. Research market trends and competitors, and stay up to date on current web, email, social media, print, and viral marketing trends.
- Collaborate with various campus partners, faculty, and staff in developing enrollment communications to ensure consistency in messaging and aligning strategies to market by department/major/program.

- Manage a small recruitment territory consisting of limited travel; make recommendations on admission and scholarship decisions; perform duties related to those of an Admission Counselor to achieve enrollment goals.
- Other duties assigned as assigned.

WORK RELATIONSHIPS: Reports to the Director of Admission and works closely with the Vice President for Enrollment Management. Works directly with other members of the Admission Office Staff. Daily contact with prospective students and their parents, current students, staff, faculty, alumni, and persons outside the campus community.

EDUCATION, EXPERIENCE, AND CERTIFICATION: Bachelor's degree required.

SKILLS, KNOWLEDGE, AND ABILITIES:

- Strong organizational and project management skills.
- Effective communication skills, specifically written communication.
- Experience working with and leveraging CRM functionality.
- An ability to develop and maintain positive relationships with internal and external constituents.
- Ability to travel as needed (costs reimbursed in accordance with budget policies).
- Demonstrated evidence of exemplary customer service skills.
- Demonstrated ability to think critically and initiate and implement projects independently.
- Demonstrated ability to work with a wide range of people and commitment to diversity.
- Ability to travel and work a varied schedule with flexible hours, including early mornings, evenings, and weekends.
- Required to maintain a valid driver license and satisfactory driving record.

GENERAL EXPECTATIONS OF POSITION: Regular and predictable attendance on the job is an essential function of the position. Maintain office hours as needed or assigned. Work weekends and evenings, as necessary. Work additional hours as necessary to successfully carry out all position responsibilities and to achieve the position's goals and expectations. Conduct is expected to be professional and courteous. Maintain confidentiality. Duties and responsibilities are to be carried out in a manner that promotes and is consistent with the intrinsic goals of Monmouth College. All requirements are subject to change, with modifications made to accommodate individuals with disabilities.

ADDITIONS, AMENDMENTS, AND DELETIONS: The whole or any portion of this description may be added to, amended, or deleted at any time by the position supervisor, Vice President, Human Resources, or the President.