UNIVERSITY OF RHODE ISLAND
Position Description

TITLE: Admission Advisor (Communications)

DIVISION: Academic Affairs (Undergraduate Admission Office)

REPORTS TO: Associate Director of Admission

GRADE: 12

SUPERVISES: Junior professional and clerical staff as assigned

BASIC FUNCTION:

Carry out a full range of admission activities including scheduling and participating in recruitment travel/outreach to designated territories, application review and admission decision-making, and assisting with on- and off-campus programming. Assist with updating the admission website, creating and updating content for admission publications, and helping to create a strong social media presence. May also supervise junior staff and/or clerical staff.

ESSENTIAL DUTIES AND RESPONSIBILITIES:

Assist with the review of undergraduate admission applications. Evaluate applicant credentials and make admission decisions regarding acceptance to the University.

Keep web content current and make recommendations for website improvement, assist with writing and editing content for publications as well as electronic communication streams for prospects and applicants using Slate, assist with creating and maintaining a strong social media presence.

Support communication and marketing, including direct marketing, as well as development, execution, and analysis of communication campaigns.

Participate in recruitment travel (high school visits and college fairs) in-state and out-of-state. Participate in numerous evening and weekend events including college fairs, fall Open House programs, spring admitted student Welcome Days, and Saturday Information Sessions.

Serve as counselor-on-duty and presenter of daily information sessions as part of the regular staff rotation.

May train and supervise junior staff and temporary staff.

OTHER DUTIES AND RESPONSIBILITIES:

Attend professional development workshops and conferences when required.
Perform additional duties as required.

**LICENSES, TOOLS AND EQUIPMENT:**
Laptops, printers, word processing, spreadsheets, and database software.

**ENVIRONMENTAL CONDITIONS:**
The incumbent is not substantially exposed to adverse environmental conditions.

**QUALIFICATIONS:**

**REQUIRED:** Bachelor's degree; Minimum of five years of experience in a competitive admission setting including managing and updating content for the departmental website; Demonstrated experience working with a CRM or marketing automation platform, recruitment travel and application review; Demonstrated management skills; Demonstrated ability to organize work assignments for timely completion; Demonstrated strong verbal and interpersonal communication skills; Demonstrated proficiency in written communication skills; Willingness to travel; Willingness to work non-standard hours including numerous evenings and weekends; Demonstrated ability to understand and adhere to institutional policies, plans, objectives, rules and regulations; Demonstrated ability to prepare and deliver spoken presentations before small, medium and large groups of people; and, Demonstrated ability to work with diverse groups/populations.

**PREFERRED:** Master’s degree; Demonstrated experience working with Technolutions Slate; and, Demonstrated experience creating content and managing social media platforms.

**ALL REQUIREMENTS ARE SUBJECT TO POSSIBLE MODIFICATION TO REASONABLY ACCOMMODATE INDIVIDUALS WITH DISABILITIES.**