

Job Code:.....100848
Position#: (PSA) (E)
Developed by: CB
Reviewed by: CB,LK,DLJ
Approved by: LK
Date: 01/19

UNIVERSITY OF RHODE ISLAND

Position Description

TITLE: Coordinator, Admission Communication and Marketing

DIVISION: Admission (Academic Affairs)

REPORTS TO: Dean of Admission

GRADE: 13

SUPERVISES: Professional and support staff as assigned

BASIC FUNCTION:

Serve as primary administrator of the department's CRM: Technolutions, Slate. Provide support for all Slate functions, including recruitment travel, events, application review, and communications. Stay current with all Slate enhancements and practice continuous improvement with ongoing Slate implementation. With the support of the Admission Advisor for Communications and the Marketing Specialist: 1) oversee the admission website to ensure that content is updated and accurate, and navigation is effective; 2) work with the University publications team to develop and create all printed admission recruitment materials; and 3) provide oversight for admission social media presence. Oversee timely entry of all prospect data into Slate, ensuring accuracy and integrity of the data. Assist the Dean of Admission in developing and maintaining a comprehensive communication plan for all prospects, applicants, and admitted students. Monitor and report on effectiveness of communication and marketing initiatives.

ESSENTIAL DUTIES AND RESPONSIBILITIES:

Assist the Dean in the coordination of marketing communication maintaining a consistent "brand" voice, maximizing marketing effectiveness, and helping to ensure attainment of annual enrollment goals.

Solicit participation from key campus constituents in the development of electronic communications for prospective students and admission information on the web.

Stay abreast of trends in the field of college admission, including marketing techniques and best practices with websites. Attend relevant professional development conferences.

Assist in mining relevant data from Slate for use in data-driven decision making. Provide support to Dean of Admission in preparing reports as needed.

OTHER DUTIES AND RESPONSIBILITIES:

Assist at all major recruitment events.

Perform other duties as requested.

LICENSES, TOOLS, AND EQUIPMENT:

CRM (Slate), word processing, database management, spreadsheet software, PeopleSoft.

ENVIRONMENTAL CONDITIONS:

This position is not substantially exposed to adverse environmental conditions.

QUALIFICATIONS:

REQUIRED: Master's degree in marketing, communications, or other related area; Minimum of five years of full-time employment in marketing/communication in higher education; Demonstrated experience managing a multi-faceted CRM system; Demonstrated accomplishments in developing marketing strategies and integrated marketing communications; Demonstrated strong interpersonal and verbal communication skills; Demonstrated proficiency in written communication skills (including producing typo-free work); Demonstrated experience managing a website; Demonstrated supervisory experience; Demonstrated ability to work independently and as part of a team; and, Demonstrated ability to work with diverse groups/populations.

PREFERRED: Demonstrated experience working with Technolutions, Slate in a college office of admission; and, Demonstrated experience working with PeopleSoft.

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