UNIVERSITY OF RHODE ISLAND
Position Description

TITLE: Admission Advisor (Communications & Marketing)

DIVISION: Academic Affairs (Admission)

REPORTS TO: Associate Director of Admission

GRADE: 12

SUPERVISES: Junior professional and clerical staff as assigned

BASIC FUNCTION:

Support the ongoing implementation and project management of the Constituent Relationship Management (CRM) system (currently Technolutions Slate), which serves as the primary communication and marketing engine for the Office of Admission. Responsible for development, execution, and analysis of communication campaigns. Assist with the implementation of marketing and communications strategies for print, web, and email communication. Develop, implement, and manage communication calendar.

Support 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. May also supervise junior staff and/or clerical staff.

ESSENTIAL DUTIES AND RESPONSIBILITIES:

Support communication and marketing technology associated with electronic messaging. Work with leadership to select and implement software to assist in recruitment, yield, and communication with prospective students and families. Provide oversight for email communication utilizing the CRM. Generate and update content for all admission online portals.

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 the CRM. Assist with creating and maintaining a strong social media presence.

Manage the creation, implementation, and maintenance of event registration solutions and associated communication support in conjunction with team leaders.

Oversee the inventory of the Office of Admission recruitment communication materials.

Participate in recruitment travel (high school visits and college fairs) in-state and out-of-state. Participate in evening and weekend events. Assist with the review of undergraduate admission applications. Evaluate applicant credentials and make admission decisions regarding acceptance to the University. 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:

This position is not substantially exposed to adverse environmental conditions.

QUALIFICATIONS:

REQUIRED: Bachelor's degree; Minimum of five years of experience in a competitive admission setting or equivalent experience in an email marketing role; Demonstrated experience working with a CRM or marketing automation platform; Demonstrated experience developing and executing complex print and electronic communication campaigns; Demonstrated experience serving on a CRM project team (i.e., implementation, ongoing enhancements, customizations, etc.); Demonstrated strong verbal and interpersonal communication skills; Demonstrated proficiency in written communication skills; Demonstrated ability to organize work assignments for timely completion; Willingness to travel; Willingness to work non-standard hours, including some evenings and weekends; Demonstrated ability to prepare and deliver presentations before small, medium, and large groups; 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.