

The **Regional Enrollment Specialist** performs specialized duties requiring significant understanding in their area of assignment to support the daily operations of the department. Areas of assignment may include social media management, website administration, enrollment marketing, and other areas as assigned.

Chain of Command

The Regional Enrollment Specialist reports to the Assistant Director of Marketing.

Competencies of the Regional Enrollment Specialist

- Exceptional written, verbal and visual communications skills
- Exceptional customer service skills
- Strong organizational and time management skills
- Knowledge of relevant federal, state and local laws pertaining to public education, digital media and communication (including web-based ADA compliance)
- Proficiency with content management systems, social media platforms and various communications platforms
- Proficiency with various software and digital tools, such as Microsoft and Google products
- Experience with design tools (Canva, Adobe Creative Suite)

Essential Duties of the Regional Enrollment Specialist

- Maintains brand integrity, accuracy and statutory compliance on school websites and social media channels.
- Responsible for the content on school social media channels, websites and other platforms (writing, graphics, photo/video)
- Build and support a team of school-based staff to produce high-quality content for social media and website communications.
- Engage with customers on social media and other interactive platforms with professionalism and integrity
- Identify school-based events, activities and celebrations for marketing and media opportunities
- Support school staff responsible for newsletters, setting expectations for content and consistency
- Support school staff with visual media (graphics), ensuring materials meet expectations for brand integrity
- Collaborate with school principals to support enrollment events, school tours and other marketing opportunities
- Assist with development and implementation of both school and district-level marketing campaigns
- Regularly rotate to every school in the assigned region for event coverage, photography and promotion
- Other duties as assigned

Minimum Qualifications

High School Diploma or GED and two years of specialized experience related to the area of assignment are required; or, an equivalent combination of education and experience sufficient to successfully perform the essential duties of the job such as those listed above.

Preferred Qualifications

Social media content management experience, website content management system experience, and visual media (Canva or similar platform) experience all preferred.

Licensing/Certification Requirements

- Valid AZ Driver's License
- Valid AZ IVP Fingerprint Clearance Card