Director of Enrollment Communications

Department: Admissions

Job Status: 1.0 FTE

FLSA Status: Exempt

Reports To: Vice President for Enrollment

Grade/Level: N/A

Amount of Travel Required: < 20%

Work Schedule: M-F, 8:30 a.m. until 5:00 p.m., weekend and evening work as required,

Work Location: May work remotely with some in person work required.

POSITION SUMMARY:

The Director of Enrollment Communications provides strategic leadership and oversight for the development and execution of comprehensive, data-driven communication strategies designed to recruit prospective students and guide them through the enrollment funnel. This position oversees strategic messaging, multi-channel outreach, and integrated digital communication flows, including email, direct mail, SMS, and other digital platforms, tailored to key audiences such as prospective students, parents, and high school counselors. The Director ensures effective, coordinated, and personalized communications throughout the enrollment process and performs essential functions personally, through others, or in collaboration with designated personnel and external vendors or experts.

ESSENTIAL FUNCTIONS (Duties and Responsibilities):

Reasonable Accommodations Statement

Reasonable Accommodations may be made to enable qualified individuals with physical or mental disabilities that substantially limit one or more “major life activities” to perform the essential functions. Essential functions exclude Other Job Function Statement(s).

Essential Functions Statement(s) To fully meet job expectations, the incumbent must perform each function in a fully acceptable manner.

Management Functions- Enrollment Systems

CRM & Technology Management: Optimizes Customer Relationship Management (CRM) systems (Technolutions Slate) to automate, personalize and track constituent communication paths and engagement metrics. Supports Admission event set up, communication planning, and outward facing event portals.

Content & Collateral Creation: Writes, edits, and coordinates the production of print and digital recruitment publications, web content, video scripts, and social media campaigns in collaboration with internal and external partners.

Communication Execution: Coordinates the production and mail process for physical admission collateral; ensures digital, social, and email campaigns all run in coordination with the admission recruitment cycle.

Cross-Campus Collaboration: Partners with the college marketing and communications department, admissions officers, financial aid, and academic departments to ensure brand consistency and accurate program messaging.

Analytics & Reporting: Monitors conversion rates, open/click-through rates, and enrollment funnel metrics to continually refine and improve outreach effectiveness. Similarly tracks performance of marketing efforts and makes recommendations on marketing, specifically vendor, strategies.

Other Job Function Statement(s) To fully meet job expectations, the incumbent must perform each function in a fully acceptable manner.

Supports various processes by which the yearly 7,000+ applications for admission are submitted, imported, acknowledged, and prepared for review.

Provides assistance with the administrative processes involved in reviewing applications

Supports admitted student records process as entered into the campus-wide student information system (Colleague).

Assists with the structure and execution of import data from various third-party sources and export data to applicable internal and vendor audiences.

Initiates, builds, and maintains relationships with campus stakeholders who will use the CRM and supports training for new and existing Slate users across the college.

Provides general assistance with departmental administrative tasks.

Attends job related workshops, meetings, and/or conferences.

Performs other duties as assigned.

POSITION QUALIFICATIONS: (The **minimum** knowledge, skills, abilities, licenses, certifications, and behaviors necessary to perform the essential functions of the job at a fully acceptable level.)

KNOWLEDGE:(Defines the mental aspects of the job. Knowledge is obtained through **education, experience, training, licensure, certification, or through a combination of the aforementioned.)**

Minimum: Bachelor's degree from an accredited four- year college or university. Five to seven years' experience developing, monitoring and assessing communication strategies.

Preferred: Five+ years' of progressive experience in college admissions, enrollment management, marketing communications, or a related field. Experience utilizing Slate Technolutions CRM, with higher education software applications, preferably Ellucian Colleague.

LICENSE or CERTIFICATION (To include, but not limited to: State requirements, e.g., counselor or nurse; professional certification in a specified discipline, e.g., Certified Public Accountant.) N/A

SKILLS (The ***application of knowledge*** by the manual, verbal, or mental manipulation of data, words, people, or things necessary to fully meet job expectations of the essential functions.)

To fully meet job expectations, an individual must:

Demonstrate understanding of best practices in building device-responsive email campaigns, Social Media communication planning, and developing on-going multi-channel communication plans.

Show proficiency with CRM platforms (Slate), content management systems, email marketing tools, and analytics software.

Exhibit exceptional written and verbal communication, project management, data analysis, cross-functional leadership, and attention to detail.

Utilize Microsoft Office (Word, Excel, Outlook, PowerPoint) or appropriate alternative software to create efficient and accurate: documents, records, files, reports, and/or presentations.

ABILITIES (*Natural talents*, *developed proficiencies*, and or *other job-related requirements*. This section includes ***observable behaviors or behaviors that produce observable*** results necessary to fully meet job expectations of the essential functions.)

To fully meet job expectations, an individual must have the ability to:

- work evenings and weekends;
- maintain regular and consistent attendance;
- travel for professional development purposes and to campus as needed (if remote work):
- use cognitive skills to: solve problems, pay attention to detail; organize work or assigned projects; develop, plan, and implement goals;
- convey thoughts clearly and concisely, listen well, and ask appropriate questions as needed;
- work collaboratively with all levels of employees;
- work under general supervision;
- balance multiple projects and unstructured tasks within deadlines;
- work under pressure while maintaining a professional demeanor;
- reflect professional appearance and behavior at the office and at all work-related activities;
- model high standards of honesty, integrity, trust, and ethical behavior.

PHYSICAL REQUIREMENTS: **T**he following represent the physical requirements of the essential job functions: Physical activities required are finger dexterity necessary to operate equipment used in the position, talking, seeing and hearing. Walking, sitting, bending/stooping, pushing/pulling and minimal unassisted lifting (up to 20 pounds) associated with the job duties is required. Ability to drive a vehicle.

WORK ENVIRONMENT: Typical environment is an office setting with moderate noise. May work in other locations on or off campus to include outdoors.

DISCLAIMER: The College has reviewed this job description to ensure that essential functions and basic duties have been included. It is intended to provide guidelines for job expectations and the employee's ability to perform the position described. ***It is not intended to be construed as an exhaustive list of all functions, responsibilities, skills and abilities.*** Additional functions and requirements may be assigned by supervisors as deemed appropriate. This document does not represent a contract of employment, and the College reserves the right to change this job description and/or assign tasks for the employee to perform, as the College may deem appropriate.

Employee Signature: _____ Date: _____

Supervisor Signature: _____ Date: _____

Executive Signature: _____ Date: _____