



JOB TITLE: Marketing & Communication Specialist - Non Supervisor
DEPARTMENT: Enrollment
SUPERVISOR: Assistant Director of Enrollment Marketing & Communication
FLSA STATUS: Non-exempt

MAJOR PURPOSE:

Under the direction of the Assistant Director of Enrollment Marketing & Communication, and in partnership with the rest of the Enrollment Marketing team, the Communication Specialist plans, coordinates and implements a comprehensive communication strategy for prospective students and their families with the goal of supporting admissions enrollment goals. Utilizes a marketing automation platform to manage targeted emails and texts and personalized nurturing campaigns. Coordinates with the Marketing department to produce high-quality enrollment marketing assets including social media, print, digital and web. Effectively executes enrollment strategies to ensure prospective students see themselves reflected in communications and effectively invited to campus. This is a PT, on campus position, some remote work is available.

ESSENTIAL DUTIES:

1. Plan, coordinate, and implement high-quality cyclical communication plans to inform students of various events, programs and deadlines. Communicate with prospective students, Jessup staff, faculty, community college counselors, and high school counselors;
2. Develop and implement a communication flow for the admission funnel:
 - a. Draft influential communication both written, verbal and web based, appealing to the target audience for all stages of the admissions process
 - b. Manage all mass email and text communications and campaigns utilizing marketing automation software
 - c. Coordinate with the marketing department to develop and maintain key admissions materials (print, digital and web) for all programs offered, updating key information and incorporating new programs as needed.
 - d. Coordinate with the marketing department to launch rich campaigns across all media platforms including rich graphics and branded messages to influence students to become excited about Jessup;
 - e. Create campaigns across Jessup social media platforms such as Instagram and TikTok for student outreach that creates prospective student connections with Student Life;
3. In collaboration with recruitment and engagement, proactively determine what audience should be communicated to regarding visits, events, and actively find opportunities to invite them on campus;
4. Manage communications for internal and external events (print, digital, email text, etc.) including analysis of effectiveness.
5. Research cutting edge communication trends and practices as well as the demographics of the college bound student across all modalities;
6. Contributes to a healthy team culture

7. Perform other duties as assigned

QUALIFICATIONS:

EDUCATION/CERTIFICATIONS

- Bachelor Degree or equivalent experience preferred.

REQUIRED KNOWLEDGE/EXPERIENCE

- 1-2 years of event planning/coordination/communication experience desired
- Computer software: Google Apps Suite, Microsoft Office Suite
- TargetX or Salesforce, and Pardot experience preferred

SKILLS/ABILITIES

- Has a committed relationship with Christ and committed to Jessup
- Detail oriented
- Excellent communication skills: written and verbal plus proofreading skills.
- Ability to connect with the current traditional undergraduate Jessup student population, as well as represent Jessup to prospective students and their families, high school and community college counselors, youth leaders and the community at large.
- An optimistic attitude; friendly and outgoing personality
- Willingness and ability to learn new programs
- Commitment, diligence and punctuality – ‘extra mile’ attitude
- Self-initiated work ethic
- Ability to stay focused regardless of surrounding distractions
- Demonstrated spirit of humility and high level of emotional intelligence

WORKING ENVIRONMENT:

The employee agrees to promote the values and mission of WJU as a private Christ-centered University and live a life consistent with biblical principles. The employee shall conduct himself/herself in a manner consistent with the Community Covenant and Statement of Faith. Additionally, the employee may play a formative role in the spiritual lives of students in a manner consistent with the Community Covenant and Statement of Faith. This may include leading devotions and/or spiritual formation groups and seeking other opportunities consistent with a biblical spiritual formation role.

WORKING CONDITIONS:

The employee is regularly in a typical, air-conditioned office environment with adequate light; moderate noise levels; and tile, concrete, and carpeted floors. There are no hazardous or significantly unpleasant conditions.

PHYSICAL ACTIVITIES AND REQUIREMENTS OF THIS POSITION:

While performing the duties of this job, the employee is regularly required to talk or hear and frequently required to stand, walk, sit, and use hands to handle files, computers, and phones; reach with hands and arms; stoop, crouch and kneel. Frequent and regular repetitive movements required using the wrists, hands, and/or fingers. The employee will occasionally lift and/or move up to 20 pounds. Specific vision abilities include close vision, distance vision, color vision, peripheral vision, depth perception, and the ability to adjust focus.

The above statements and job description are intended to describe the nature and level of work being performed within this job. They are not intended to be an exhaustive list of all responsibilities, duties and tasks. Other similar or additional duties are to be performed or assigned. Job descriptions are not intended as and do not create employment contracts. William Jessup University maintains its status as an at-will employer. Employees may be terminated for any reason not prohibited by law.

I acknowledge I have reviewed the content of this job description and understand that to perform this job successfully, I must be able to perform the essential duties with or without accommodation. If I am requesting any reasonable accommodations in order to perform my job, I must immediately inform my supervisor or Human Resources.

Employee Signature

Date