



JOB TITLE: Communications Producer, Enrollment

DEPARTMENT: Marketing/Creative Services

SUPERVISOR: Director of Communications

FLSA STATUS: Non-Exempt

MAJOR PURPOSE:

Under the direction of the Communications Director, the Communications Producer develops and implements communications campaigns for Enrollment. This position works collaboratively with Enrollment to set the tone for sales funnel messaging that portrays Jessup's values and maintains brand integrity while ensuring cohesion and consistency ("one voice"). As a member of the Marketing and Creative Services team, the Communications Producer (Enrollment focus) will collaborate with team members to produce content for visual and digital assets.

Due to the importance of departmental interaction and team unity, this position requires attendance in person/on campus at least 60% of the time. Off-campus work is subject to the approval of the supervisor.

The pay range for this position is generally \$45,00-\$55,000 annually. Individual pay is generally determined by a number of factors including internal equity, job-related skills, experience, relevant education or training and location.

ESSENTIAL DUTIES

- Supports a unified brand voice and maintains brand integrity for Enrollment, using a multi-channel communications strategy
- Produces content for Enrollment communication campaigns with a consistent, compelling messaging to current and prospective students
- Considers data analytics, including SEO performance to adjust and optimize communication strategies
- Develops effective systems for delivering immediate and long-term content needs
- Coordinates with Enrollment Project coordinator, as well as outsourced communications vendor
- Contributes to healthy team culture
- Other duties as assigned

QUALIFICATIONS

EDUCATION/CERTIFICATIONS:

- Bachelor's degree in relevant field required

REQUIRED KNOWLEDGE/EXPERIENCE:

- Proven work history with relevant experience in the field of communications
- Strong working knowledge of online content strategy and creation
- High-level experience with writing and editing

SKILLS/ABILITIES:

- Excellent verbal and written communication skills and professional demeanor
 - Grammar, spelling, proof-reading
 - Ability to tailor communications to diverse student populations
 - Stays up-to-date on generationally-specific communication trends

- Ability to work well independently and collaboratively on a team and accept input/criticism productively
- Detail-oriented individual with strong organizational skills
- Must be a self-starter who regularly sets and achieves activity and results-driven goals
- Desire to lead and train and willingness to be mentored and developed in leadership.
- Interpersonal communication skills to interact with students, faculty, vendors, other University departments, and the general public.
- Adaptability to shifting priorities and/or urgent deadlines
- Good judgment, a positive and diplomatic attitude

WORKING ENVIRONMENT:

The employee agrees to promote the values and mission of William Jessup University 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 are 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