POSITION TITLE: Admissions Communications and Operations Specialist

JOB CLASS: Staff
SUPERVISOR: Director of Admissions

CLASSIFICATION: Full Time
LOCATION: DeLand

SUPERVISORY: DEPARTMENT: ADMISSIONS

POSITION OVERVIEW: Reporting to the Director of Operations, the Admissions Communications Specialist manages the daily coordination and delivery of marketing content and communications and supports all aspects of operations processing. Performs data processing work supporting the communication flow and e-marketing functions including but not limited to, admissions and financial aid data, digital and printed communication flow, applications and reports. The Admissions Communications Specialist utilizes the all software and systems, primarily the CRM (Hobson's EMT Connect (undergraduate and graduate instances) and AY) and student information system (Ellucian BANNER) to support recruitment efforts. This role is responsible for the implementation of communications to meet the designed communication strategy. The Admissions Communications Specialist will also serve as a member of the Admission Operations team, assisting with data management, events, travel materials and other duties as assigned.

QUALIFICATIONS, KNOWLEDGE AND SKILL REQUIREMENTS:
The qualifications and skill requirements for this position include:

- Bachelor degree in business, computer information systems, communications, marketing operations, or related field
- 1-3+ years of related experience
- Familiarity with operational database and CRM systems
- Familiarity with basic graphic design, HTML, MS Excel, MS Access, InDesign
- Familiarity with Hobsons EMT or Banner desired
- Ability to work independently and adhere to strict deadline

ESSENTIAL JOB FUNCTIONS AND RESPONSIBILITIES:
The essential job functions and responsibilities (please note that any physical requirements should be listed as a part of relevant essential functions, i.e. lifting requirements, equipment operations, etc.):

- Execution of daily communications to prospective students, applicants and incoming students. This includes electronic and print copy and support of e-marketing and social media campaigns.
- Create electronic, social media and print communications developed by Enrollment leadership and Director of Admissions Operations and Communication.
- Develop and test rules within CRM systems to ensure that communications are being sent to the correct audiences at the correct times in accordance to the recruitment communication plan and calendar.
- Manage checklists and rules within the CRM and Banner systems.
- Create accurate reports and lists of students based on key data
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- Work with recruitment staff in utilizing the CRM to send out communications outside the normal communication calendar and track ad hoc communications.
- Coordinate the timely delivery of recruitment materials for traveling recruitment staff.
- Work with Marketing, Recruitment and Operation staffs to ensure that adequate levels of inventory are established and maintained to support outgoing communications and travel needs.
- In coordination with the Marketing team, works with third party vendors to fulfill large mailings on behalf of the University.
- Assists with the effective management of data entry, specifically with special requests that require immediate communications as a result.
- Manages scholarship assignments within data systems. This includes auditing accurate scholarship assignments and assignment and communication of special scholarship awards.
- Assist the admission office with on and off campus programs and events.
- Assist with various Operations needs based on calendar cycle.
- Manage the day-to-day social media outlets such as Twitter, Facebook, Flickr, Foursquare, and YouTube, etc. for the enrollment department.
- Be proficient in web content management systems (web garage, etc.)
- Report weekly on campaign effectiveness, ROI, and web analytics to maximize productivity.
- Participate in any internal social media council to educate Stetson University departments and employees on the best practices, uses, and trends in social media.
- Understand the voice of Stetson University and express it through various social media channels.
- Performs other site and position specific functions as assigned.

ROUTINE DUTIES AND RESPONSIBILITIES:

Detail the routine daily tasks and responsibilities:

- Preparing and coordinating both print and electronic communication flow; ensuring mail and emails are processed and sent out daily.
- Responsible for the office’s Admissions email folder in Microsoft Outlook; disseminating emails daily to the appropriate people.
- Data entry of prospective student information into CRM and of application documents as needed.
- Run QAS and work with QAS results, processing of returned mail and address changes.
- Supervision of student employees to help with data entry, imaging, indexing and file processing and filing of application materials.
- Utilizing different computer programs to upload large data sets; editing data sets manually as needed to ensure accuracy on uploads and document imaging.
- Monitoring daily productivity of the print flow, social media, and mail and email process of the Operations office; providing daily updates to supervisor on office conditions and work rotation.
- Other duties as assigned:
- Saturday hours (rotating basis with all other operations staff during academic year).
- Budget review and updates and cost savings.

APPLICATION PROCEDURE: Please submit a letter of application, which address the qualifications, a resume, and/or application, with names, addresses, and telephone numbers of three professional references to Stetson University, Inc.; Office of Human Resources; 421 N Woodland Boulevard, Unit 8327, DeLand, FL 32723. FAX: (386) 822-7562 E-MAIL: humres@stetson.edu. Complete application, available online.

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