



DIRECTOR OF ENROLLMENT MARKETING AND COMMUNICATIONS

Job Purpose: Reporting to the Vice President for Enrollment, provides leadership and expertise in the development and implementation of print, web, social media and digital communication strategies, collateral and plans in support of undergraduate & graduate admissions, financial aid and military aligned programs. Serves as the liaison to Marketing and Communications in the development of multifaceted marketing, recruitment and communications plans. Monitors and provides quality control over all divisional communications including collaborating with vendors and partners.

Required Education: Bachelor of Arts or Bachelor of Science Degree with Master's Degree preferred.

Required Experience: Minimum three years of marketing and communications experience in higher education or a related industry. Excellent writing skills with experience utilizing publishing software, Web content management systems, and experience with vendor relations. Graphic design experience preferred but not required.

Required Knowledge, Skills and Abilities:

- Experience in website development, enhancement, and innovation.
- Exercise sound judgment and decision-making as well as maintain confidentiality.
- Demonstrate commitment to the University's mission and brand messaging.
- Self-motivated to stay current with emerging office technologies and recommend and implement improvements.
- Ability to work collaboratively with members of the enrollment team, supporting their efforts of continuous improvement.
- Accept and provide effective supervision, assignments, change and correction.
- Ability to establish and nurture effective working relationships with various vendors, stakeholders, colleagues and students.

Essential Functions:

- Working in collaboration with the Marketing and Communications team and the Enrollment Division Offices, the coordinator is primarily responsible for managing communications, including segmented communications, social media, Web pages, print publications, video productions, and related initiatives.
- Provides creative leadership, development and implementation of marketing and related communications strategies for selected recruiting territories. Develops presentations for use at on and off campus events. Participates in Admissions activities including speaking engagements and formal presentations as requested.
- Responsible for the development of segmented communications to identified groups of admissions prospects and related audiences as well as the development and implementation of social media strategies.
- Provides critical support in developing news releases, magazine articles, documents and stories. Plans and prepares in-house programs, invitations, awards, etc. as needed by the University.
- Supervises admission counselors and students executing assigned marketing and communications.

To apply, please email a cover letter, resume, and contact information for three (3) references to hr@sbu.edu

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