Position Description:
Job Title:  Enrollment Communication Coordinator
Department:  Marketing & Enrollment Management
Reports to:  Director of Admissions
Status:  Full-time employment, exempt

SUMMARY:
Coordinate the development and administration of enrollment communication and marketing strategies to prospective undergraduate and graduate students to recruit and yield new students to Milligan University. Organize and prioritize tasks with strong use of initiative, sound judgment, independent thought, and precise attention to detail with high levels of professionalism and creativity.

RESPONSIBILITIES:
1. Manage and execute the recruitment communication plan, which includes a multi-channel strategy of segmented communications to admissions prospects and related audiences.
2. Coordinate strategic market research necessary to inform recruitment strategies, including researching best practices and conducting focus groups and/or surveys to enhance insight into student choices and behaviors.
3. Create, write, and design content targeted to high school students (and related audiences) that communicates clearly and efficiently the value of why students should choose and attend Milligan. This includes proofing and editing communications.
5. Track and analyze results and apply knowledge to future campaigns to enhance effectiveness.
6. Coordinate print communications and collaterals to support recruitment activities, including content development, production, and inventory management.
7. Assist in the creation and maintenance of the social media content calendar and plan.
8. Manage web content related to undergraduate recruitment.
9. Concept and assist in the creation of videos used to recruit students.
10. Ensure all communication aligns with University branding guidelines and integrate marketing messages into all recruitment efforts.
11. Develop and manage Call Center recruitment campaigns, including, scripts, datasets, and reporting.
12. Collaborate with other admissions and PR/marketing staff to maximize promotional opportunities for recruitment.
13. Assist, as needed, with activities and special events designed to enhance enrollment, including on-campus visits, visit days, and orientation events.
14. Assume other appropriate responsibilities as delegated by the senior staff.
Skills & Qualifications

- Bachelor’s degree in communications, marketing, or related field
- Demonstrated communications/marketing experience, preferably in education setting
- Experience in writing/creating marketing content, with ability to creatively distill the complex down to clear and effective communication
- Effective writer and communicator, include editing, proofreading, and formatting
- Ability to analyze data and work with database software tools
- Proficiency in computer applications, including Microsoft Office and design software
- Excellent critical thinking skills and ability to use discretionary judgment
- Strong work ethic, self-driven, proactive
- Demonstrated ability to work effectively both independently and as part of a team
- Highly organized, detail oriented, and can handle aggressive deadlines
- Experience working in a fast-paced environment and the ability to respond to high-pressure situations and problem solve effectively
- Excellent interpersonal skills, customer service orientation
- Openness to direction and positive attitude

Department Core Values

- **CHARACTER:** Be a person of integrity, drive, and courage who will represent Milligan University in a professional manner at all times.
- **CREATIVITY:** Approach work and relationships with a positive mindset of seeking innovative, collaborative, and impactful results.
- **COMMITMENT:** Be a good steward of Milligan’s values and dedicated to its mission as a Christian liberal arts university to honor God by educating men and women as servant-leaders.

**TO APPLY:** Send the following to Marty Riley, Director of Admissions, at MJRiley@milligan.edu. No phone calls.

- Letter of interest explaining qualifications for the position
- Resume

The position will remain open until filled. All inquiries and materials will be treated as confidential. Finalists will be required to submit official transcripts and are subject to credit and criminal background checks.