

Saint Michael's College Job Description

Job Title: Admissions Marketing & Communications Manager

Department: Marketing & Communication

Supervisor or Manager: Executive Director of Marketing and Communications

Date Created: 08/10/2023

Last Revised: 09/04/2024

Our Mission: It is the mission of Saint Michael's College to contribute through higher education to the enhancement of the human person and to the advancement of human culture in the light of the Catholic faith.

Major Objectives:

- Be a key storyteller of the Saint Michael's brand—partnering with the Enrollment and the Marketing Leadership Teams to understand the college's key distinction points and translating these into compelling communications that build brand awareness, establish a positive brand impression, and encourage engagement with the college.
- Strategically develop, implement, execute, and monitor the performance of segmented communication plans to prospective students, parents, school counselors, and other college search influencers utilizing the college's Slate CRM instance, and other tools as appropriate, with the goal of recruiting undergraduate students in coordination with staff members in charge of coordinating international populations and transfer outreach.
- Maintains and enhances the Admission Marketing and Communications calendar, which includes details on all electronic, print, and digital media campaigns.

Essential Duties and Responsibilities:

- Through close collaboration with the Enrollment & Marketing Leadership Team, develop and execute communications efforts through the annual admission funnel: Prospects, Inquiries, Applicants, Admits, Enrolls, and summer retention phases:
 - Writes, develops, and coordinates distribution of emails and texts to prospective students, parents, and school counselors through Slate CRM.
 - Writes and works with Marketing and Admissions colleagues to develop admission publications, promotional materials, and advertising.
 - Develops and maintains communication calendar and flow, which includes all e-communications managed through Slate, print communications, and the Student Search campaigns managed by our third-party vendor—and ensures the Admissions, Operations, and Marketing teams are fully aware and aligned on how and when audiences are being communicated with.
 - Support Office of Admissions leadership to manage vendor contracts and relationships in a manner that will allow SMC to best leverage key investments in vendor-supported recruitment platforms including Niche, Naviance, SCOIR, etc.
 - Regularly update the platforms' photos and copy as needed.
 - Collaborates with social media manager to advise on content and ensure alignment between social media platforms and broader admission communication calendar especially during important points of the recruitment cycle such as application deadlines, open houses, yield events, and admitted student days.
- Liaises with all constituencies – internal and external – to strategically manage all elements of the communication plan with a focus on multiplatform student experiences.
- Takes an active role in managing Slate functionality with special emphasis on Deliver campaigns, forms, portals, and reporting. Keeps up-to-date with Slate innovations and champions implementation of new functionalities.
- Uses data to evaluate effectiveness of admission communication efforts and makes data-driven decisions to adjust and optimize communications to maximize effectiveness.
- Tracks and applies changes in best practices of email deliverability requirements as well as regulatory requirements such as CAN-SPAM Act, GDPR, and other privacy laws.
- Develops and demonstrates a multicultural awareness and contributes to cultivating an inclusive, diverse, and respectful college community. Demonstrates fair and inclusive behavior when interacting with staff, faculty, students, and visitors

to the college. Promotes a flexible, collaborative, and inclusive work and living environment and engages in educational opportunities to increase awareness and understanding of diversity and inclusion.

- Executes responsibilities in a manner consistent with the service philosophy and orientation of the Enrollment and the Marketing Divisions.
- Supports the Mission of Saint Michael's College and the Edmundite, Catholic heritage. Eloquently articulates the value of a liberal arts education grounded in the Catholic intellectual tradition.

Secondary Responsibilities:

- Participates actively in staff meetings, planning for admission activities, and strategies.
- Contributes to other Marketing content development projects.

Positions Supervised:

- None

Major Contacts:

- All members of the Marketing & Communication staff
- All members of the Admission and Student Financial Services staff
- Saint Michael's College faculty, students, and staff members in other departments
- Very regular contact with staff in the following departments:
 - Financial Aid
 - Printing and Mailing
- Third-party vendors

Demonstrates Excellence:

- Writes and edits effectively within marketing best practices, always framing work within brand standards.
- Continuously assesses and adapts communication flow for the office with innovation and attention to detail.
- Maintains a high level of organization and attention to detail.
- Demonstrates leadership and project management, championing strategic integrations between Marketing and Admissions, modeling teamwork, innovative problem-solving, and constructive collaboration for colleagues.
- Exhibits advanced communication skills that allow for both excellent written and oral communication, including the ability to present effectively to large and small groups, as well as one-on-one interviews.
- Possesses outstanding interpersonal and social skills while interacting with prospective students.
- Manages time extremely well to complete tasks accurately and efficiently and work independently with minimal supervision
- Engages comfortably and productively with people of different backgrounds, professions, and ages.
- Is dedicated to being a continuous learner.

Education and Work Experience:

- Bachelor's degree required
- 3-5 years of experience in marketing/communications
- Experience with Admissions-related communications is preferred, with the ability to demonstrate an understanding of the undergraduate and graduate admission funnels.
- Prior experience with the creation, implementation, and management of large-scale marketing campaigns preferred.

Analytic Skills:

- The ability to recognize several likely causes of events, analyze relationships among several parts of a problem or situation, and then formulate a multi-step response.

Language and Literacy Skills:

- Reads and interprets a wide range of information. May interpret documents to others. Regularly writes reports and correspondence. Able to shift writing style as needed for different audiences. Regularly explains policies, listens to questions, responds, and problem solves. Speaks to individuals and small groups effectively.

Computer/Technology Skills:

- Microsoft Office - highly proficient
- Technolutions Slate (CRM) preferred, but experience with some CRM communication technology required

Licenses, Certifications and Other Requirements:

- Must meet driver's eligibility requirements as stated in the Saint Michael's College *Vehicle Use Policy*

Physical Demands:

Work is often performed in a typical office environment requiring:

- Dexterity sufficient to manipulate objects with fingers or supporting devices, for example operating a computer keyboard
- Communication skills using the spoken word
- Vision sufficient to see within normal parameters
- Hearing sufficient to hear within normal range
- No or very limited physical effort
- No or very limited exposure to physical risk

The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with a disability to perform the essential functions.

Additional Requirements for the Job:

- Ability to do some occasional weekend work as well as overnight travel throughout the year

The above job description in no way states or implies that these duties are the only duties performed by this employee. The incumbent is expected to perform other related duties necessary for the effective operation of the College.