



Position Description

Coordinator of Enrollment Marketing

APPLICATION PROCESS AND HIRING TIMELINE INFORMATION

To apply for this position, you should submit:

1. [KWU Employment Application](#)
2. Cover letter,
3. Resume/curriculum vitae,
4. Three references,
5. Desired salary (may be entered on application)
6. Please email your application materials to hr@kwu.edu.

The timeline for filling this position is:

- Applications will be taken until the position is filled.
- Interviews will begin when qualified applicants are identified and continue until a hiring decision is made.
- The position starts as soon as possible.

KWU is an Equal Opportunity Employer and encourages diversity in employment. We will check references of past employers and personal references. We will acknowledge receipt of your application as soon as we receive it.

ADMINISTRATIVE INFORMATION

POSITION TITLE: Coordinator of Enrollment Marketing

POSITION'S OPERATING GROUP: Advancement, Admissions and Marketing

OPERATING GROUP'S PURPOSE AND MAJOR RESPONSIBILITIES: The operating group of Advancement, Admissions and Marketing works as one to grow, advance and maintain the high standards of KWU.

POSITION'S DEPARTMENT: Marketing and Communications (MARCOM)

DEPARTMENT'S PURPOSE AND MAJOR RESPONSIBILITIES: The purpose of the Marketing and Communications Office is to promote Kansas Wesleyan University, both internally and externally. This includes recruitment advertising and fundraising campaigns, media relations and brand management, as well as disseminating information to KWU staff and faculty. The MARCOM office is a staff of three full-time employees – including this position – multiple part-time assistants and occasional interns. Plans currently call for a fourth full-time employee to be hired in the coming months. The department operates in a positive, team-based culture of ideas and constant movement.

POSITION'S DIRECT SUPERVISOR: Director of Marketing and Communications

DATE POSITION LAST REVIEWED OR ANALYZED: March 2024. Revised by Director of MARCOM and Human Resources.

POSITION'S EMPLOYMENT STATUS: Staff, Full-Time, Exempt, At-Will

POSITION'S SALARY OR SALARY RANGE AND BENEFITS: Salary to be determined at hiring based on the applicant's qualifications and experience. Benefits are available for full-time employees.

POSITION INFORMATION

POSITION SUMMARY: This position manages the flow of communication to prospective students, to include emails, text messages and letters, and is responsible for utilizing the university's CRM and Constant Contact to disseminate that information. The role will work with numerous individuals across campus, including Admissions leadership, the executive vice president for advancement and university operations, and the

director of marketing and communications to make sure materials meet desired branding and messaging. The selected candidate will ensure that these messages are sent out in a timely fashion, following an agreed-upon communications flow plan. Organization and timeliness are critical to success in this role.

- The position will also play a key role in sending information to alumni, both in pursuit of event attendance and fundraising, and will be a leader in KWU's social media presence. The role will help lead content creation for social media, will manage at least one account and will be expected to monitor others on a regular basis. The position may also play a leading role in social media ad placement.
- MARCOM leadership reserves the right to amend this summary slightly depending on the precise skills of the successful candidate.
- **Individuals who meet many, but not all, of the requirements and skills listed below are strongly encouraged to apply.**

POSITION WORKS WITH: 3-4 people who work directly in the Marketing and Communications Office and numerous individuals in departments throughout campus.

POSITION'S BUDGET AUTHORITY: None

POSITION'S PHYSICAL WORKING CONDITIONS: This position is in a typical office environment.

POSITION'S UNUSUAL HAZARDS OR WORKING CONDITIONS: None

POSITION'S WORK SCHEDULE: The successful candidate will work a full-time schedule. The individual will be expected to work on campus and may occasionally work overtime hours including some evenings and weekends for special events. These events are estimated at 8-10 per calendar year.

POSITION'S TRAVEL REQUIREMENTS: None

POSITION DUTIES AND PERFORMANCE STANDARDS

POSITION'S ESSENTIAL DUTIES:

ADMISSIONS COMMUNICATIONS FLOW (60%)

- Draft and edit letters and other communications for the Admissions communications flow to prospective students. These may include postcards, text messages, letters, emails or other documents.
- Work with individuals across campus when necessary to manage input into these communications, doing so in a timely fashion.
- Send these communications to students at various points in the funnel as directed by Admissions leadership, following the university's established communications flow.
- Make recommendations to improve and adapt the admissions communications flow.
- Ensure that all communications meet the KWU brand standards through consultation with the director and assistant director of marketing and communications.
- Utilize Constant Contact, the university CRM and other relevant software to accomplish these goals.

SOCIAL MEDIA (20%)

- Will be a leader in social media management and content creation, to include primary responsibility for at least one account.
- Will play a leading role in social media ad placement, including targeting, copywriting and selection of visuals.

ADVANCEMENT AND ALUMNI COMMUNICATIONS ASSISTANCE (15%)

- Assists with writing communications for the Advancement and Alumni offices, similar to the Admissions pieces listed above.

OTHER DUTIES AS ASSIGNED (5%):

- May be asked to assist with other MARCOM responsibilities, such as press releases and feature stories, depending on skill set.
- May assist with campus photography.
- May assist with communication to printers and other vendors/partners on occasion.

POSITION'S PERFORMANCE MEASURES AND STANDARDS: Actual performance standards for each measure will be set at least annually after consultation between the job holder and their direct supervisor based on the job holder's existing qualifications and experience.

1. Meets deadlines with accurate, quality work
2. Contributes to a positive culture around campus and, specifically, in the Advancement/Admissions/MARCOM area.
3. Proactively seeks edits and required contributions to materials needed for position
4. Show solid understanding of KWU brand and adheres to AP style
5. Increases quality of KWU's relationships with prospective students
6. Improves brand management via various social media accounts

POSITION QUALIFICATIONS

EDUCATION:

- MINIMUM REQUIRED: Bachelor's Degree
- PREFERRED: None

CERTIFICATIONS AND LICENSES:

- MINIMUM REQUIRED: None
- PREFERRED: None

WORK EXPERIENCE:

- MINIMUM REQUIRED: One-year relevant professional experience (plus further requirements dictated below)
- PREFERRED: Three years relevant professional experience

KNOWLEDGE, SKILLS, ABILITIES, and ATTITUDES – KSAA's:

MINIMUM EXPECTED – As mentioned above, individuals with many – but not all – of the below skills are strongly encouraged to apply.

- A Bachelor's degree is required.
- Demonstrated ability to work both independently and collaboratively in a fast-paced and rapidly changing environment.
- Exceptional customer service, time management and organizational skills.
- Demonstrated ability to meet project deadlines and successfully manage multiple priorities.
- Ability to maintain quality of product by reviewing artwork for content, accuracy and neatness.
- Demonstrated ability to work effectively with multiple departments.
- Demonstrated ability to execute and communicate creative vision.
- Demonstrated effective verbal, written and interpersonal communication skills.
- The ability to relate to individuals in varying positions within an organization.
- Documented email marketing experience, whether through a CRM or email software (Constant Contact, etc.)
- At least 18 months of documented, professional social media management on multiple platforms
- Elite organizational skills
- Knowledge of AP style
- Adobe Creative Suite experience

PREFERRED

- Expertise in AP style is **strongly** preferred
- Documented experience with ad placement on multiple social media platforms is strongly preferred
- Documented usage of a CRM system, without issue
- Fluency in MAC platforms and software
- Two years of experience with Adobe Creative Suite
- Experience with vendor and/or marketing relationships

NOTICE OF SPECIAL JOB OR EMPLOYMENT REQUIREMENTS

1. THIS JOB/POSITION DESCRIPTION IS NOT DESIGNED TO COVER OR CONTAIN A COMPREHENSIVE LIST OF ALL DUTIES AND RESULTS TO BE PERFORMED IN THIS POSITON. DUTIES AND PERFORMANCE STANDARDS MAY BE ADDED, SUBTRACTED, AND/OR CHANGED BY YOUR SUPERVISOR AT ANY TIME DUE TO CHANGES IN DEPARTMENT OR UNIVERSITY REQUIREMENTS.
2. Unless exempt due to an employment contract signed by the President of the University, all employees of Kansas Wesleyan are to be considered as an “at-will” employee.
3. All employees of Kansas Wesleyan University are considered to be “responsible employees” pertaining to Title IX regulations concerning both the prevention and reporting of sexual assault or harassment situations. As such, all employees must communicate with the Title IX Coordinator if they witness or hear about a sexual assault or harassment situation.
4. Kansas Wesleyan University is an equal opportunity employer and complies with EEOC and ADA employment requirements. It is and has been the policy of Kansas Wesleyan University to grant equal opportunity to all qualified persons without unlawful discrimination based on race, color, gender, age, national origin, ancestry, ethnicity, disability, sexual orientation, religion, or veteran status. In order to fulfill its mission as a United Methodist affiliated institution, preference in hiring shall be given to persons who can affirm the Institution’s mission.
5. All “offers of employment” are subject to a criminal background check prior to employment.
6. All items created by this position are the sole property of Kansas Wesleyan University.