



Job Classification Description

**ADMISSIONS MARKETING SPECIALIST
VSC – UP PAT BARGAINING UNIT**

**GRADE 11
EXEMPT**

BASIC FUNCTION

Assist with general marketing, communications, and office functions pertinent to recruitment/enrollment management. Represent the college as a student recruiter.

CHARACTERISTIC DUTIES & RESPONSIBILITIES

- Maintain the admissions portion of the website.
- Design and collaboratively edit in-house printed pieces, work closely with contracted designer and with supervisor to update viewbook and other recruitment publications and materials.
- Research, create and maintain a communications plan for prospective students in both print and electronic versions.
- Assist with the development of new recruitment and marketing materials, both print and electronic versions, ensuring consistency of message and brand.
- Assist supervisor with scheduling of advertising at the local, regional and national levels.
- Assist in coordination of one-to-one marketing, including direct mail and telecounseling.
- Assist in the coordination of information gathering, arranging focus groups, surveys and other special projects as assigned.
- Assist in the development, implementation, and maintenance of an integrated marketing plan for the college.
- Assist with recruitment activities, including travel to schools and college fairs to meet with students, parents, guidance counselors, and other high school personnel to promote LSC and recruit prospective students.
- Other related duties as assigned.

SUPERVISION EXERCISED

None.

SUPERVISION RECEIVED

The position reports directly to the Dean of Admissions & Marketing.

MINIMUM QUALIFICATIONS

Bachelor's degree in English, marketing or communications with 2 – 3 years experience or a combination of education and experience from which comparable knowledge and skills are acquired. Experience in higher education desirable.

- Working knowledge of computer technology, basic experience with web site development and graphic design.
- Excellent writing and communications skills.
- The ability to prioritize a number of competing projects and deadlines on an on-going basis.
- Knowledge and/or experience with college admissions.
- Ability to travel; must have a valid driver's license and a satisfactory driving record.

This general outline illustrates the type of work which characterizes the job classification. It is not an all encompassing statement of the specific duties, responsibilities and qualifications of individual positions assigned to the classification.