



Associate Director of Admission Communication and Digital Content

Department: Admission

FLSA Status: Exempt

Grade/Level: N/A

Work Schedule: M-F; 8:30 a.m. to 5:00 p.m.;

Evening and weekend work as required; 12 months. Navigators”

Job Status: 1.0 FTE

Reports To: Dean of Admission

Amount of Travel Required: 10%

Positions Supervised: Student Interns “Roo

POSITION SUMMARY:

Plans, initiates, executes and evaluates annual communication plan to support recruitment and enrollment across multi-channel including print, email, social media platforms, college search platforms, etc., in collaboration with the Dean of Admission. Plans, initiates, executes and evaluates recruitment of students within assigned geographic areas. Performs essential functions personally or in conjunction with designated personnel and/or outside vendors/experts.

ESSENTIAL FUNCTIONS (Duties and Responsibilities):

Reasonable Accommodations Statement

Reasonable Accommodations may be made to enable qualified individuals with physical or mental disabilities that substantially limit one or more “major life activities” to perform the essential functions. Essential functions exclude Other Job Function Statement(s).

Essential Functions Statement(s)

Communications:

Plans, coordinates, implements and evaluates content creation for print, email campaigns and event promotions.

Plans, coordinates, implements and evaluates social media presence and video projects

Ensures accurate content and audience delivery for email, print, and other communications.

Monitors and updates Austin Colleges presence on online communication platforms: Niche, Hobsons, SCOIR, Gigg Board ThankView, etc.

Digital Content:

Manages, tracks, and produces digital communications projects to include defining scope with stakeholders, confirming alignment with priorities, developing concepts, creating artwork, evaluating metrics, and delivering finished materials.

Manages, updates, and/or confirms policies, standards, and guidelines for the digital presence of the College, to include email, social media and /or other digital communication platforms.

Conducts ongoing review and assessment of digital communication platforms including content, analytics, and brand standards.

Plan, produces, edits, and distributes video/digital film projects including live-stream broadcasting and other platforms, including Admission social media presence.

Schedules and maintains photography assignments including student photographers for campus events.



Territory Manager

Plans, coordinates, implements and evaluates all phases of travel within assigned geographic areas for visiting high schools and attending college fair programs and representing Austin College to students, parents, counselors, teachers and administrators.

Plans, coordinates, implements and evaluates receptions or other promotional programs within assigned geographic areas for prospective students, parents and high school personnel.

Plans, coordinates, executes and evaluates special programming as assigned.

Contacts Austin College alumni, parents and students to assist with recruitment of prospective students within assigned geographic areas.

Ensures appropriate College materials are sent to prospective students within assigned geographic areas.

Monitors the status of applications for admissions, financial aid and scholarships for prospective students within assigned geographic areas.

Conducts scholarship and admission interviews with prospective students.

Conducts campus tours and information sessions as scheduled for visitors to the College.

Manages correspondence with prospective students and their parents.

Administers telephone and written inquiries regarding the admission status of prospective students.

Assists with on campus recruitment and public relations activities utilizing Austin College administrators, faculty, students and alumni.

Other Job Function Statement(s)

Manages digital registration software for event projects.

Manages student interns to support projects for College marketing and communications initiatives.

Performs other duties as assigned.

POSITION QUALIFICATIONS: (The **minimum** knowledge, skills, abilities, licenses, certifications, and behaviors necessary to perform the essential functions of the job at a fully acceptable level.)

KNOWLEDGE (Defines the mental aspects of the job. Knowledge is obtained through **education, experience, training, licensure, certification, or through a combination of the aforementioned.**)

Minimum: Bachelor's degree from an accredited institution with an emphasis/coursework in desktop publishing, graphic design and word processing.

Preferred: Master's Degree in marketing or higher education or 3-5 years of experience in digital media production



LICENSE or CERTIFICATION (To include, but not limited to: State requirements, e.g., counselor or nurse; professional certification in a specified discipline, e.g., Certified Public Accountant.)

SKILLS (The *application of knowledge* by the manual, verbal, or mental manipulation of data, words, people, or things necessary to fully meet job expectations of the essential functions.)

To fully meet job expectations, an individual must:

- effectively and efficiently utilize appropriate software (includes Adobe Creative Suites (Photoshop, Illustrator, and InDesign), social media platforms, project management, Microsoft Office (Word, Excel, Access, Outlook, PowerPoint) or any other software) to produce or provide timely and quality services or materials;
- communicate on a timely and effective basis using the appropriate style, technique, and or media to the appropriate IA personnel or stakeholder.

ABILITIES (*Natural talents, developed proficiencies, and or other job-related requirements.* This section includes **observable behaviors or behaviors that produce observable** results necessary to fully meet job expectations of the essential functions.)

To fully meet job expectations, an individual must have the ability to:

- demonstrate a portfolio of video content as well as social media strategies that result in measurable impact;
- understand the challenges and drivers for effective student enrollment success and respond with content that achieves institutional and divisional goals;
- evaluate effective marketing and promotional channels for student recruitment, including media platforms to be used to relay campus messages to prospective students and families;
- work evenings and weekends;
- collaborate with others, with particular emphasis in Admissions, in a collegial and effective manner;
- work evenings and weekends as required;
- organize and prioritize work to meet deadlines;
- constructively seek and receive feedback to improve and or maintain performance;
- effectively perform under pressure while maintaining a professional demeanor;
- maintain confidentiality regarding sensitive matters;
- work with all levels of staff, faculty and third parties in a collegial and effective manner;
- make objective decisions in a timely and effective fashion;
- demonstrate enthusiasm and commitment to the goals of the college;
- achieve or surpass expected results while encouraging cohorts to do the same;
- establish and maintain cooperative employee, donor, or College friend relationships;
- exude confidence and optimism and to quickly recover from setbacks or disappointments;
- model high standards of honesty, integrity, trust, and ethical behavior;
- maintain regular and consistent attendance;
- use cognitive skills to: solve problems, pay attention to detail; develop, plan, and implement short- and long-range goals; communicate effectively, to include conveying thoughts clearly and concisely, listening well, and asking appropriate questions as needed.

PHYSICAL REQUIREMENTS: The following represent the physical requirements of the essential job functions: Physical activities required are finger dexterity necessary to operate equipment used in the position, talking, seeing and hearing. Walking, sitting, bending/stooping, pushing/pulling and minimal unassisted lifting (up to 20 pounds) associated with the job duties is required.

WORK ENVIRONMENT: Typical office environment. May occasionally work outdoors in preparation for and attendance of special events.



DISCLAIMER: The College has reviewed this job description to ensure that essential functions and basic duties have been included. It is intended to provide guidelines for job expectations and the employee's ability to perform the position described. *It is not intended to be construed as an exhaustive list of all functions, responsibilities, skills and abilities.* Additional functions and requirements may be assigned by supervisors as deemed appropriate. This document does not represent a contract of employment, and the College reserves the right to change this job description and/or assign tasks for the employee to perform, as the College may deem appropriate.

EXPECTATIONS: To meet job, departmental and college expectations, the incumbent agrees to: apply and/or demonstrate the knowledge, skills, abilities, and behaviors needed to perform the duties and/or responsibilities listed above; engage in acceptable behavioral norms that may be referenced in a job or departmental memo and the Austin College Operational Guide, in a fully acceptable manner. This job description may not be inclusive of all duties and or expectations.

By signing this document, you acknowledge it has been reviewed with you by your supervisor, that you were given an opportunity to ask questions, and that you understand and agree to fully meet job expectations.

Employee Signature: _____ Date: _____

Supervisor Signature: _____ Date: _____

Executive Signature: _____ Date: _____