

Southeast Technical Institute

Sioux Falls School District 49-5

JOB DESCRIPTION

Marketing and Communications Coordinator for Enrollment Management

Division/Department/Program:	Enrollment Management/ Marketing	Job Status:	Full-time
FLSA Status:	Exempt	Reports To:	Vice President for Enrollment Management
Grade/Level:	12 Month Employment Contract Group; Southeast Technical Institute Employment Contract Group Salary Schedule: Level I	Amount of Travel Required:	Some travel may be required
Work Schedule:	12 Month Work Schedule Monday-Friday 8:00am-5:00pm with flexible hours to meet marketing needs.	Positions Supervised:	Graphic Designer/Marketing Assistant and Student Workers
Prepared By Title or Dept:	Southeast Technical Institute Human Resources	Approved By Title or Dept:	Vice President for Enrollment Management
Prepared By Date:	July 2018	Approved By Date:	July 2018

POSITION SUMMARY

The Marketing and Communications Coordinator is responsible for a wide-range of complex marketing and communication initiatives related to Admissions, Student Success, Financial Aid, and Scholarships and supervising professional staff. With a deep understanding of diverse target audiences and goals associated with these functions, the Coordinator works closely with the Vice President for Enrollment Management and plays a critical role in the planning, development, and implementation of the marketing plan to recruit and enroll new, transfer, and returning students. The Coordinator creatively and collaboratively engages multiple stakeholders to help devise, craft, package, and deliver strategic and tactical communications that increase the image and reputation of Southeast Technical Institute and achieve its meet and achieve the goals and priorities of the college.

ESSENTIAL FUNCTIONS

Reasonable Accommodations Statement

To perform this job successfully, an individual must be able to perform each essential duty. Reasonable Accommodations may be made to enable qualified individuals with disabilities to perform the essential functions.

Essential Functions Statement(s)

- Reports to the Vice President for Enrollment Management, assisting with planning and then having responsibility for implementing the plan, and then evaluating the effectiveness of the plan.
- Represents Marketing and Communications on the Enrollment Management Leadership Team.
- Manages staff, which includes prioritizing and assigning work; conducts performance evaluations; ensures staff meet deadlines and produce quality work; maintains a healthy and safe working environment; and assists in the hiring, termination, and disciplinary recommendations.
- Participates in the planning, developing, and implementing of the marketing plan for recruitment and enrollment of new, transfer, and returning students.
- Creates an annual marketing communications plan and marketing calendar and executes a comprehensive array of enrollment marketing tactics with the help of staff to meet Southeast Technical Institute's strategic enrollment goals.
- Facilitates the organization and design, and then executes, and evaluates the success of segmented communications to reach a broad range of target audiences.
- Develops strategies to plan and determines the effectiveness of recruitment and yield activities; works closely with the Associate Director of Admissions, Director of Financial Aid, Foundation Director, and Director of Student Success to implement successful approaches and programs.
- Works with the Enrollment Management Leadership to develop and deliver the college's messages and presentations for all recruitment activities; assists in coordinating staff assignments according to their skills and strengths.
- Creates content and directs associated creative work; tracks, measures, and evaluates marketing communication campaigns for impact, effectiveness, and iterative planning, especially digital campaigns employing video assets and social media.
- Works closely with the Industry Relations/Public Relations to proactively identify stories that personify the 'Southeast Tech' experience; collects student, faculty, and alumni testimonials to tell the 'Southeast Tech' story; writes, directs, packages, and distribute them, on-line and off-line.
- Manages production of fully-integrated marketing campaigns including digital, TV, radio, and print advertisements, brochures, web content, PowerPoint presentations, success stories, articles, and press releases;
- Leads process improvement efforts to cut costs, eliminate rush charges, and increase yield from recruitment marketing.
- Consults with college content experts to generate, share, and leverage fresh content, new photography, and new faculty and student profiles on an ongoing basis.
- Works closely and collaboratively with all Southeast Technical Institute stakeholders to ensure brand consistency.
- Fosters positive interactions and cultivates strong relationships with all internal stakeholders and external service providers.
- Manages schedules, creative development, and execution of projects, while ensuring that deliverables are on-time and on-budget.
- Represents Marketing and Communications at appropriate meetings and committees.
- Performs other duties as assigned.

POSITION QUALIFICATIONS

Competency Statement(s)

- Active Listening - Ability to actively attend to, convey, and understand the comments and questions of others.
- Change Management - Ability to encourage others to seek opportunities for different and innovative approaches to addressing problems and opportunities.
- Coaching and Development - Ability to provide guidance and feedback to help others strengthen specific knowledge/skill areas.
- Communication, Oral - Ability to communicate effectively with others using the spoken word.
- Communication, Written - Ability to communicate in writing clearly and concisely.
- Competitiveness - Willingness to strive to get ahead or to finish projects.
- Creative - Ability to think in such a way as to produce a new concept or idea.
- Delegating Responsibility - Ability to allocate authority and/or task responsibility to appropriate people.
- Detail Oriented - Ability to pay attention to the minute details a project or task.
- Enthusiastic - Ability to bring energy to the performance of a task.
- Negotiation Skills - Ability to reach outcomes that gain the support and acceptance of all parties.
- Presentation Skills - Ability to effectively present information publicly.
- Project Management - Ability to organize and direct a project to completion.
- Research Skills - Ability to design and conduct a systematic, objective, and critical investigation.
- Strategic Planning - Ability to develop a vision for the future and create a culture in which the long range goals can be achieved.

SKILLS & ABILITIES

Education: Bachelor's degree. Master's degree preferred.

Experience: Minimum of three-five (3-5) years of experience in direct marketing, market research, digital, writing, editing, print production, new media, advertising, and/or public relations is required. Prior marketing/branding/messaging in higher education, including but not limited to admissions, enrollment, and financial aid preferred.

Computer Skills: Familiarity with website content management, Adobe Suite, Hootsuite or other social media platform manager, Microsoft Office Suite (including advanced PowerPoint and Visio skills), Social Media platforms, and/or other graphic design and video software programs desired.

Certificates & Licenses

Other Requirements

PHYSICAL DEMANDS

Physical Demands

Stand	C (Constantly)	<u>Lift/Carry</u> 10 lbs or less	C (Constantly)
Walk	C (Constantly)	11-20 lbs	F (Frequently)
Sit	O (Occasionally)	21-50 lbs	O (Occasionally)
Handling / Fingering	C (Constantly)	51-100 lbs	O (Occasionally)
Reach Outward	C (Constantly)	Over 100 lbs	N (Not Applicable)
Reach Above Shoulder	O (Occasionally)	<u>Push/Pull</u>	
Climb	O (Occasionally)	12 lbs or less	C (Constantly)
Crawl	O (Occasionally)	13-25 lbs	C (Constantly)
Squat or Kneel	O (Occasionally)	26-40 lbs	F (Frequently)
Bend	O (Occasionally)	41-100 lbs	O (Occasionally)

N (Not Applicable)

Activity is not applicable to this occupation.

O (Occasionally)

Occupation requires this activity up to 33% of the time (0 - 2.5+ hrs/day)

F (Frequently)

Occupation requires this activity from 33% - 66% of the time (2.5 - 5.5+ hrs/day)

C (Constantly)

Occupation requires this activity more than 66% of the time (5.5+ hrs/day)

Other Physical Requirements

Talking

- Ability to express or exchange ideas by means of the spoken word.
- Sufficient for conveying spoken information in a variety of activities and situations.

Vision

- Sufficient visual acuity for extensive reading; to prepare and analyze data and figures; view a computer screen; and visual inspection/assessment.

Sense of Sound

- Sufficient to hear sounds at normal speaking levels with minimal correction.
- Ability to receive detailed information through oral communication.
- Detect and distinguish sounds that are job specific (i.e. classroom/lab simulations, equipment, internal/external conversational interactions, demonstrations, meetings, etc.).

Sense of Touch

- Handling - Working primarily with hands/hand and requires the employee to sufficiently seize, hold, grasp, and turn with one or both hands.
- Fingering - Working primarily with fingers/finger and requires the employee to sufficiently pick up and pinch a variety of items.
- Feeling - Perceiving attributes of objects such as size, shape, temperature, or texture. Requires the employee to be able to primarily touch with the skin (primarily that of fingertips).

WORK ENVIRONMENT

General office environment with standard office equipment available. Lighting and temperature are adequate. Moderate noise levels typical of an office environment due to staff/student conversations and office equipment. Occasionally exposed to outdoor weather conditions when traveling to other locations. Job is sedentary with physical activities normally required in an office environment. Possible exposure to communicable diseases.

EMPLOYER STATEMENT AND EMPLOYEE AUTHORIZATION

EMPLOYER STATEMENT

Southeast Technical Institute 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 and/or Administrators as deemed appropriate. This document does not represent a contract of employment, and Southeast Technical Institute reserves the right to change this job description and/or assign tasks for the employee to perform, as it may deem appropriate.

EMPLOYEE AUTHORIZATION

I have read this job description and completely understand all of my job duties and responsibilities. I am able to perform the essential functions as outlined with or without reasonable accommodation. I understand that my job may change on a temporary or regular basis according to the needs of my location and/or department without it being specifically included in the job description. If I have questions about job duties not specified on this job description that I am asked to perform, I should discuss them with my immediate supervisor and/or an Administrator. I further understand that future performance evaluations are based on my ability to perform the duties and responsibilities outlined in this job description to the satisfaction of my immediate supervisor and/or Administrator. I have discussed any questions I may have about this job description prior to signing it.

Employee Signature: _____ Date: _____

Employee Print Name: _____