

## Associate Director of Admissions Communications

Simpson College is seeking a result-oriented professional to serve as the associate director of admissions communication. Reporting to the Vice President for Enrollment, the associate director will play an important role in managing and maintaining a comprehensive communication plan that includes web, social content, email, print and other marketing strategies. This position is a blend of marketing, operations, technological skills and student interaction. The successful candidate will work closely with the College's Office of Marketing and Strategic Communication team to craft messages consistent with Simpson's brand. Marketing initiatives will range from strategic to tactical.

### Key responsibilities include:

- Develop, prioritize, manage and execute projects designed to meet student recruitment goals.
- Manage direct marketing strategies and work with the Admissions Technology and CRM Manager to ensure campaigns are aligned with communication plan.
- Write, execute and report on email marketing communications; requires analytics, forecasting, segmentation and personalization strategies.
- Develop new outreach strategies and manage analytics to gauge performance.
- Draft and edit copy for a variety of communications and marketing materials.
- Assist with the development of strategies to support territory management.
- Assist with recruiting events/activities and represent admissions as assigned.

### Qualifications:

- Demonstrated experience with project management and close collaboration within and between offices.
- Strong relationship-building skills, an outgoing and positive work style, and excellent communication skills.
- Excellent writer, editor, storyteller, communicator and team player.
- Understand the importance of effective communication and be eager to fully understand the admission cycle as well as best marketing practice in higher education.
- Highly organized, detail-oriented and adept at juggling multiple assignment and deadlines.
- Ability to work independently and as a member of a team.
- Knowledge of a CRM system (preferably Slate); experience with analytics and appreciation for data analysis preferred.
- Must be flexible and adaptable to handle a demanding work schedule that includes some travel and occasional weekend work.
- At least 4 years of experience in communications and/or marketing in higher education or related industry preferred.

It is the policy and practice of Simpson College to provide equal educational and employment opportunities for all. We specifically encourage applications from women, minorities, veterans,

persons with disabilities and individuals who are bilingual (Spanish) to apply. The entire Notice of Non-Discrimination can be found **here**.

Successful applicants will demonstrate a commitment to cultural diversity and the ability to work with individuals from diverse backgrounds. Employment will require a criminal background check, which may include, but is not limited to, criminal history, national sex offender search and motor vehicle history.

To apply please send a cover letter, resume, name and contact information for three professional references to: [employment@simpson.edu](mailto:employment@simpson.edu)

Review of applications will begin immediately and continue until the position is filled.