

**SIMPSON COLLEGE**  
**Marketing and Communication Coordinator**  
**for**  
**Continuing, Graduate and Online Programs**

Simpson College is now accepting applications for the position of Marketing and Communication Coordinator for Continuing, Graduate and Online Programs. This position reports to the Vice President for Marketing and Strategic Communication with a dotted line reporting to Dean of Continuing, Graduate and Online Programs

**PRIMARY RESPONSIBILITIES**

- Determine best-fit student for Continuing Education, Graduate and Online students
- Conduct market analysis for Continuing Education, Graduate and Online programs
- Develop and implement a comprehensive marketing and communication strategy for recruitment and retention of all Continuing, Graduate and Online (C&G) programs
- Creation and implementation of top-of-funnel marketing and communication flows
- Creation and implementation of funnel-stage marketing and communication flows
- Local, state and national outreach to target prospective students and increase enrollment
- Develop robust online presence with social media, digital marketing and issues management
- Data analysis and utilization

**MINIMUM KNOWLEDGE, SKILLS AND ABILITIES REQUIRED**

- Bachelor's degree in marketing or communication required.
- Six or more years of experience in marketing, communications and data analytics.
- Exceptional oral and written communication skills; demonstrated proficiency in communication effectively, clearly and concisely.
- Demonstrated ability to develop, analyze and report recruitment strategy metrics, tracking and measure to formulate insight for identifying trends and to forecast marketing and communication changes. Application of this knowledge to marketing and communication results and trends is required.
- Experience and working knowledge of comprehensive marketing strategy development and marketing plan collaboration
- Possess or demonstrate the ability to acquire a clear knowledge of the academic environment.

- Accuracy, timeliness and confidentiality.
- Strong computer skills include the ability to use Microsoft Office and Adobe Creative products, as well as Slate.
- Proficiency with digital and social media tools and platforms.
- Excellent interpersonal skills with the ability to develop productive working relationship with diverse individuals and groups.
- Sound project management skills and ability to plan and organize multiple projects with establish budgets, deliverables and timelines.
- Expertise with a wide range of communications practices and tactics including writing, editing, integrated digital communications, social media and public relations.
- Expertise in AP Style.
- Ability to make decisions and develop strategy based on data, analytics, best practices and resources.
- Ability to lead and work as part of a team.

### **PREFERRED QUALIFICATIONS**

- Master's degree in Business, Marketing, Communications or related field
- At least four years progressive experience marketing and communication in higher or extended education
- Ability to manage diverse marketing, communication and promotional functions
- Demonstrated experience and understanding of the nature, dynamics and issues of extended education.
- Experience creating, managing and allocating budgets across multiple programs and projects
- At least five years' experience utilizing database systems to cultivate leads and nurture prospects

To apply please send a letter of application, resume, and the names and contact information for three professional references to: Human Resources, Simpson College, 701 North C Street, Indianola, IA 50125 or by e-mail to [employment@simpson.edu](mailto:employment@simpson.edu) Review of applications will begin immediately and continue until the position is filled.

Simpson College does not unlawfully discriminate and aims to employ persons of various backgrounds and experiences to help constitute a diverse community. We are particularly interested in receiving applications from members of underrepresented groups. You will find the entire EOE statement at: <http://simpson.edu/employment-opportunities/> 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.