

Moore College of Art and Design Job Description

Status: Non-Exempt
Position: Enrollment Communications Specialist
Reports To: Dean of Admissions

Purpose: The Enrollment Communication Specialist manages the daily coordination and delivery of marketing content and communications to targeted audiences adhering to the College's communication strategy. This position executes content for all mass Admissions Communications including email, print, and social media posts.

Requirements:

- Bachelor degree in marketing, communications or related field;
- Excellent interpersonal, written and oral communication skills;
- Demonstrated experience in persuasive writing;
- 1-3 years of related experience in higher education admissions, sales or marketing;
- Familiarity with operational database and CRM systems;
- Familiarity with basic graphic design, HTML, MS Excel, MS Access, InDesign, Photoshop;
- Ability to work independently and adhere to strict deadlines;
- Knowledge of trends in college admissions;
- Knowledge of social media platform trends;

Responsibilities:

1. In collaboration with Admissions, Marketing and Communication, and vendors, create maintain and update the Admissions communications plan that encompasses all forms of media and all relevant audiences (prospective students, parents, art educators)
2. Organizes and coordinates annual updates to Communication plans, email templates, letter templates and relevant print materials for BFA and graduate programs.
3. Serve as lead communications driver for all communications within Admissions CRM (Slate)
4. Provide recommendations to improve campaign performance, increase brand awareness, and support enrollment goals
5. Provides communications and support to all recruitment events

Physical Demands/Working Conditions

Office setting with some box lifting

To apply: send cover letter with **salary requirements, resume and writing sample** to: Moore College of Art and Design; Attn: Director of Human Resources; email: hr@moore.edu.

The College adheres to the principle of equal educational and employment opportunity without discrimination on the basis of race, color, religion, age, national or ethnic origin, sexual orientation, gender identity or expression, handicap or disability, military or veteran status, genetic information, or any other characteristic protected under applicable federal, state or local law in the administration of its educational policies, scholarship and loan programs, and other College-administered programs and employment practices. Retaliation is also prohibited. *To read our full compliance statement please visit:* <http://moore.edu/about-moore/non-discrimination-504-titleix>