



Classification Description

Job Title: Enrollment Communications and Media Strategist

Pay Grade: 112

Job Code: 4211

FLSA Status: Exempt

Job Purpose

The Enrollment Communications and Media Strategist manages prospective student and admissions communications while also supporting public relations and the development of recruitment materials. This position requires exceptional communication skills, meticulous attention to detail, and a strong dedication to promoting the College's mission and values. This position also contributes to attracting and engaging prospective students, ensuring a streamlined admissions communication process, and actively participating in the College's overall recruitment efforts.

General Responsibilities

Essential Functions

Prospective Student Communication

Develops and executes comprehensive communication strategies to engage with prospective students during the admissions process.

Oversees and coordinates email campaigns, newsletters, and other digital communications to provide prospective students with timely information and updates.

Collaborates with various College departments to collect pertinent information and updates for prospective student communications.

Assists in organizing and participating in recruitment events, such as open houses, College fairs, digital campus tours, and information sessions.

Admissions Communication Support

Collaborates with the admissions team to create compelling and informative content for admissions publications, brochures, and promotional materials.

Assists in ensuring the accuracy and currency of admissions-related information on the FSW website and within the AI chatbot and knowledge base.

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Collaborates with the appropriate Marketing & Media personnel to coordinate with external vendors, such as printing companies, to produce high-quality admissions materials.

Public Relations Support

Assists in developing and implementing public relations strategies via community partnerships with schools, businesses and organizations to enhance the College's visibility and promote its programs.

Contributes to the creation of press releases, media kits, and other materials to support media outreach initiatives.

Assists with monitoring and tracking media coverage related to the College, preparing reports and summaries for internal stakeholders.

Ensures consistent language, style, and messaging across all platforms.

Social Media Content Planning and Creation

Plans, creates, and schedules recruitment and admissions-related content for social media platforms.

Collaborates with the appropriate marketing personnel to develop engaging social media campaigns that target prospective students and applicants.

Assists with monitoring social media channels, responding to inquiries and comments, and escalating issues, as needed.

Stays up-to-date with social media trends and best practices to ensure effective content and engagement strategies.

Recruitment Material Development

Supports the development and updating of recruitment materials, including brochures, flyers, presentations, and videos.

Conducts research and gathers information to create compelling content that showcases the College's unique features and offerings.

Collaborates with graphic designers, photographers, and videographers to produce visually appealing and engaging recruitment materials.

Ensures all recruitment materials adhere to the College's branding guidelines and accurately represent its mission and values.

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Student and Faculty Storytelling

Identifies and interviews students and faculty members to gather compelling stories that highlight their experiences, achievements, and contributions.

Writes engaging and authentic narratives that capture the unique perspectives and journeys of students and faculty.

Collaborates with photographers, videographers, and graphic designers to visually enhance the storytelling content.

Ensures stories align with the College's mission and values, maintaining confidentiality and sensitivity when necessary.

Assists in creating plans to share student and faculty stories through various communication channels, such as the College website, social media, newsletters, and alumni publications.

Performs other duties as assigned.

These essential job functions are not to be construed as a complete statement of all duties performed; employees will be required to perform other job-related duties as required. An employee with a disability is encouraged to contact the Human Resources Office to evaluate the job in greater detail in order to determine if she/he can perform the essential functions of this job with or without reasonable accommodation.

Knowledge, Skills and Abilities

Minimum Qualifications

Bachelor's degree from a regionally accredited institution of higher education in communications, marketing, public relations, or a related field. Appropriate combination of education and experience may be substituted.

Proven experience in managing communications and supporting admissions-related activities, preferably within the higher education sector.

Excellent written and verbal communication skills, with the ability to convey complex information clearly and concisely.

Strong organizational skills and meticulous attention to detail to manage multiple projects simultaneously and meet deadlines.

Proficiency in using communication and marketing tools, such as email marketing platforms, content management systems, and design software.

Knowledge of public relations principles and practices, including media relations and social media engagement.

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Proficiency in Associated Press style.

Familiarity with recruitment and admissions processes in higher education.

Experience in planning and creating engaging social media content.

Ability to work collaboratively with diverse stakeholders, including students, faculty, staff, and external partners.

Self-motivated and proactive, with the ability to work independently and take initiative.

Demonstrated ability to:

- Think critically and creatively, have a high standard of integrity, and be motivated to incorporate best practices into the organizational culture.
- Exhibit a thorough knowledge of policies, procedures, and outside regulations pertaining to the position.
- Possess a working knowledge of operational and fiscal analysis techniques.
- Make presentations in front of various group sizes.
- Take initiative and independently plan, organize, coordinate and perform work in various situations where numerous and diverse demands are involved.
- Anticipate, investigate, and analyze problems and address them proactively.
- Communicate effectively, both orally and in writing.
- Establish and maintain effective working relationships with faculty, staff, students and the public.
- Work in a fast-paced, demanding environment.
- Work independently and follow through on assignments.
- Exhibit solid organizational skills and be detail oriented.
- Work with a variety of constituencies and be willing to contribute to a team effort.
- Exercise discretion and good judgment at all times and in all contexts and maintain confidentiality.
- Work effectively with all constituencies of the College.
- Collect, organize, analyze and present information in a meaningful manner.
- Collaborate and be effective working with diverse populations.

Critical Skills/Expertise

All employees are expected to:

- Promote a common purpose consistent with stated College goals and demonstrate a commitment to students and the learning environment.
- Possess the knowledge of general written standards and procedures utilized, and have the ability to read, interpret, and follow procedural and policy manual related to the job tasks.
- Demonstrate the ability to respond to supervision, guidance and direction in a positive, receptive manner and in accordance with stated policies.
- Provide quality customer service by creating a welcoming and supportive environment.
- Present a professional image in word, action and attire.

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- Demonstrate professionalism in dealing with a diverse population while understanding and respecting each other's view of the world, personalities and working styles.
- Conduct oneself in a manner consistent with the College's standards of ethical conduct.
- Apply effective techniques to create working relationships with others to achieve common goals; successfully communicates and collaborates with others to achieve goals.
- Demonstrate skills necessary to look at situations and processes critically to make recommendations for improvement.

Work Conditions/Physical Demands/Special Conditions

Physical: Routinely requires the ability to see, hear, and speak. Routinely requires sitting, bending, stooping, walking. On occasion, incumbents may be required to lift 20 or more pounds.

Environmental: Normal general office.

Mental: Routinely requires the ability to interpret, analyze and perform critical thinking skills.

Approved: October 4, 2023.