Enrollment Communications Specialist
Office of Admission

POSITION SUMMARY

The Office of Enrollment seeks applications for a full-time Enrollment Communications Specialist. Reporting to the Dean of Admission, the primary function of this position is to craft and implement tactical and dynamic messaging for recruitment outreach to prospective undergraduate students.

The candidate must understand the basics of web forms, email, and database functionality in order to achieve a detailed understanding of the admission online CRM system, emails, and form functionality. The incumbent will set up and maintain all one time and on-going email communications, create and maintain forms for internal and external events and travel, and act as a primary contact for system communications support questions and requests from other system users in regard to prospective student communications.

This position is represented for purposes of collective bargaining by SEIU.

SUMMARY OF DUTIES, RESPONSIBILITIES AND GOALS

- Review, revise and develop dynamic e-communication for targeted populations as well as for an array of segments
- Review, revise and develop admission letters for each stage of the admission pipeline
- Write, program and execute admission-related content to support the various marketing and communication plans within Slate Technolutions CRM
- Develop, strengthen and manage admission and financial aid content on specific website pages to ensure key word relevancy, simplistic and intuitive navigation, and story-based communication flow
- Work closely with enrollment marketing to develop highly engaging e-communication templates and print publications
- Develop and manage detailed communication calendar for enrollment planning and evaluation
- Track and report webpage and e-communication analytics weekly to share with enrollment leadership; use analytics to inform decision-making of future communication tactics
- In conjunction with admission officers, update and oversee our social media accounts. This includes creating new emails, double-checking social media links, and uploading new posts.
- Track publications, including keeping track of costs and inventory, as well as liaising with mailing houses and printers.
- Maintain and distribute staff meeting notes.
- Conduct training sessions and create training documentation
- Other duties as assigned by the Dean of Admission

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QUALIFICATIONS

Minimum Qualifications:

- A bachelor’s degree
- Three years of communication experience working with CRM software, preferably Slate Technolutions
- Basic knowledge of SQL and HTML programming
- High level of competency working with Microsoft Office and desktop publishing software

Preferred Qualifications:

- Strong interpersonal and customer service skills
- Excellent organizational skills
- Experience working both independently and as a team member, exercise consistent discretion and judgment
- Good written and oral communication skills Ability to manage stress and work under pressure while multitasking under deadlines
- Ability to be supervised, giving and accepting constructive criticism
- Ability to follow the expectation of treating fellow employees, students and the institution's guests with courtesy and respect always showing an attitude of proactive positive engagement

APPLICATION INSTRUCTIONS

Please submit a resume and cover letter explaining how your qualifications meet the requirements of the position to twright@oxy.edu and resumes@oxy.edu.

ADDITIONAL INFORMATION

Additional Information:

Occidental is an Equal Opportunity Employer and does not unlawfully discriminate against employees or applicants on the basis of race, color, religion, sex, sexual orientation, gender identity, gender expression, pregnancy, breastfeeding or related medical condition, national origin, ancestry, citizenship, age, marital status, physical disability, mental disability, medical condition, genetic characteristic or information, military and veteran status, or any other characteristic protected by state or federal law. Occidental is strongly committed to increasing the diversity of the campus community and the curriculum, and to fostering an inclusive, equitable, and just environment within which students, staff, administrators, and faculty thrive. Candidates who can contribute to this goal through their work are encouraged to identify their strengths and experiences in this area. Individuals advancing the College’s strategic equity and justice goals and those from groups that are underrepresented in the field are particularly encouraged to apply.

Salary is commensurate with experience and qualifications. A comprehensive benefits package is available that includes: excellent health, dental, life, and retirement benefits; tuition benefits for the employee, spouse, domestic partner, and dependents; additional extras including use of gym facilities and the College Library. For a detailed description of benefits, please visit https://www.oxy.edu/offices-services/humanresources/benefits-information.

All qualified applicants will be considered for employment, including those with criminal histories, in a manner consistent with the requirements of applicable state and local laws, including the City of Los Angeles’ Fair Chance Initiative for Hiring Ordinance.

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Occidental College is committed to working with and providing reasonable accommodations to applicants with qualifying disabilities. If you need a reasonable accommodation because of a disability for any part of the application or employment process, please contact Human Resources (hr@oxy.edu).

As a condition of hire for a staff position and for appointment to a faculty position, Occidental College requires that all candidates who have received a conditional offer of employment complete an application form (if they have not already done so) and consent to a background check. Satisfactory completion of a background check, along with pre-employment verifications and references are required as a condition of employment, but only as permitted by federal, state, and local law, including the City of Los Angeles Fair Chance Initiative for Hiring Ordinance.