OFFICE OF MARKETING & COMMUNICATIONS (OMC)

The Office of Marketing & Communications (OMC) tells the stories of Occidental College. We elevate the College and its mission by partnering with the campus community to chronicle the achievements of our students, faculty and alumni.

We communicate to external audiences such as prospective students, parents, institutions and media and internal audiences such as faculty, students, staff and alumni. Above all, we develop and implement effective communication strategies in order to support academic and administrative functions of the College and support the College’s mission and strategic plans.

SUMMARY OF DUTIES, RESPONSIBILITIES AND GOALS

Reporting to the Vice President for Communications & Institutional Initiatives, the Director of Admission & Enrollment Marketing will be responsible for developing and executing marketing and communication plans to support and enhance recruitment, admission, enrollment and retention of new students. The Director will work collaboratively with offices across the College – most directly with the Office of Admission, but also with Student Affairs, Financial Aid, Academic Affairs, Parent Engagement and other offices that impact enrollment and retention. To implement successful programming, marketing strategies and tactics, the Director will work with both external resources and internal resources within the Office of Marketing & Communications. The Director will be responsible for development, measurement and enhancement of a College-wide enrollment marketing plan that supports and helps attain college enrollment goals.

The Director will work collaboratively with program stakeholders to develop enrollment marketing plans based on market research and trends, consumer insights, stakeholder and recruiting input and key metrics. These plans will include an integrated mix of marketing channels, tactics and recruiting tools to meet enrollment goals. The Director is responsible for executing, tracking and reporting on these plans with an expectation of continuous assessment to improve overall results and conversions.

ESSENTIAL FUNCTIONS

- Content champion – The Director will serve as the key content creator for admission and enrollment marketing. Working closely with the Vice President for Enrollment and other admission staff, the Director will serve as the enrollment marketing communication expert – connecting the stories of Occidental’s academic excellence, Los Angeles location and community of student scholars with prospective students and families. The Director will be responsible for ensuring that Occidental’s strategic message is communicated in a clear and compelling way
across all admission touchpoints — website, social, info sessions, recruitment efforts, campus events, tours, printed collateral and other.

- Cross-Campus collaboration - As one of the primary “storytellers” of the College, the director will be responsible for working with colleagues across the College to curate key messages and success stories (of faculty, students, alumni) and determine how to best deploy this content across our marketing assets in order to meet the enrollment marketing objectives of the College.

- Project Management of Creative/Collateral - The Director will be responsible for conceiving and managing execution of multiple enrollment marketing initiatives (e.g. printed materials, email communications, website assets, social media strategies) that meet departmental objectives.

- The Director will work with the internal creative services team, and with external resources where required, to develop high-quality collateral on-time to meet desired objectives.

- Production (project management) for video – The Director will work with internal and external video production staff to conceive of and manage the creation of compelling video to help tell the stories of the college.

- Writing — In developing collateral, the ideal candidate will have strong writing expertise across multiple formats – email, website and longer-form print collateral.

- Evaluation & Research – The Director will be responsible for utilizing metrics to inform decision making and identify new marketing research strategies to guide marketing actions. Part of the evaluation process will include regular auditing of existing activities to ensure messages are on-strategy and programs are being run for optimum effectiveness.

- Planning & Budgeting - Develop short- and long-term plans and budgets for marketing programs and activities, monitor progress, assure adherence and evaluate performance.

- Retention Initiatives - The Director will play a key role in retention by working collaboratively with cross-campus partners to assist with the management, creation and communication strategy in support of initiatives that meet the needs of currently enrolled students.

**QUALIFICATIONS**

- Bachelor’s degree required, advanced degree preferred.
- 5+ years of progressively responsible experience in marketing and communications in the field of secondary or higher education, preferably admission or enrollment.
- Highly collaborative professional who is effective working with cross-functional groups.
- Proven track record in managing complexity and delivering results in a complex organization.
- Candidates should demonstrate an interest in the goals of a residential liberal arts education and a commitment to diversity and equity.

**Marketing/Communication Functional Skills:**

- Must have experience in developing and executing multi-channel marketing plans.
- Management & development of various forms of marketing collateral (web, social, video, print, presentations) that support a strategic enrollment objective.
- Must have experience managing multiple timelines & project flows.
• Experience writing in a college enrollment environment highly preferred.
• Direct mail & email expertise strongly preferred.
• Must be comfortable working in a CRM environment (e.g. SLATE)
• Experience in evaluating, hiring, and managing outside agencies and/or freelance creative resources.
• A self-starter who prides themselves on taking the initiative and has an entrepreneurial spirit.
• Diplomatic, sensitive to organizational dynamics and demands, creative, flexible, and persuasive.
• The ability to view organizations holistically and prioritize marketing activities accordingly for the highest impact and return on investment.

APPLICATION INSTRUCTIONS

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

ABOUT OCCIDENTAL COLLEGE

Founded in 1887, Occidental is a nationally recognized, private college of the liberal arts and sciences, dedicated to providing a gifted and diverse group of students with a total educational experience of the highest quality -- one that prepares them for leadership in an increasingly complex, interdependent and pluralistic world.

What makes Occidental special? An intellectually rigorous academic environment. Small classroom settings where students collaborate with professors and their peers while pursuing or discovering their passion. A beautiful residential campus that offers students hands-on engagement with the cultural and intellectual resources of Los Angeles. A community open to stimulating conversation and divergent points of view. Some 2,100 students from 46 states and 28 countries choose from 41 majors and minors and participate in one of the country’s top undergraduate research programs. Oxy students routinely win top awards and fellowships; its first Rhodes Scholar was named in 1907. Dedicated to excellence and equity, Occidental also is one of the country’s most economically diverse campuses, according to the New York Times. Some 71 percent of Oxy students receive some form of financial aid; 20 percent are Pell Grant recipients; and 19 percent are the first in their family to attend college.

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.

We will consider for employment all qualified Applicants, 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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