

**Defiance College**  
**Position Description**

**TITLE:** Assistant Director of Admission, Digital Marketing and Communications

**DEPARTMENT:** Admissions

**REPORTS TO:** Interim Vice President for Enrollment Management and Dean of Admissions

**DATE:** January 2019

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**FUNCTION:** The Assistant Director of Admission, Digital Marketing and Communications will lead and manage electronic recruitment and social media marketing for the Office of Admission, including those who broaden diversity of the student body and will be successful upon enrollment to the college. The Assistant Director will manage a small geographic or strategic territory and will effectively represent Defiance College to a variety of internal and external populations.

**RESPONSIBILITIES AND AUTHORITY:**

**Digital Marketing, Electronic Communication and Print Strategy**

1. Actively manage the electronic communication through Slate/CRM which includes writing copy, assisting with targeted and segmented populations and revising throughout the cycle as necessary.
2. Analyze open rates, click through statistics and overall effectiveness of email campaigns
3. Manage communication between Assistant Dean of Admission, the Assistant Vice-President of Enrollment Management and vendors used to communicate to prospective students
4. Organize and coordinate video chats for the Office of Admission throughout the admission cycle
5. Collaborate with the Assistant Dean of Admission, AVP of Enrollment Management and staff to determine best practices to reach prospective students through the CRM.
6. Determine ways to use segmented marketing techniques based on student's background and interests as they navigate the college search process including, but limited to marketing outcomes and campus news.
7. Manage an annual yield campaign for prospective students that includes, email, microsite, social media and other strategic measures to meet the 2020 goals of the college
8. Maintain content on the college website. Includes writing; editing; repurposing and/or posting multiple stories per day; and adding images, graphics, videos, image galleries, or other multimedia elements as needed.
9. Analyze website traffic patterns and usage.
10. Continuously monitor and manage Defiance College's external reputation on social media and online as well as the presence of the college amongst competitors
11. Continual analysis and research of best practice in higher education and enrollment electronic marketing practices
12. Benchmark DC's progress and successful liberal arts universities within our competitive set
13. Collaborate with Assistant Dean, AVP, VP and Marketing Office for best strategies and creative ideas.
14. Attend meetings between college Communications and Marketing and the Office of Admission

**Social Media:**

1. Develop a comprehensive social media campaign and compelling content for prospective students and their parents across various platforms (Facebook, Twitter, Instagram, SnapChat, LinkedIn, Pinterest, Tumblr, YouTube, blogs, etc.) that compliments the electronic marketing and print/mail pieces
2. Advise staff on trends and usage within various social media platforms including how to utilize them to recruit prospective students to the university
3. Collaborate with college marketing to partner on strategies that will improve brand recognition among prospective students
4. Create and distribute social media of all kinds, including text, photos, photographic slideshows, video, etc.
5. Develop, oversee, and analyze social media advertising and campaigns to meet recruitment and marketing objectives
6. Use effective tools for analyzing the performance of social media and related campaigns and report on and adapt projects accordingly
7. Stay abreast of new and emerging technology and social media platforms to ensure maximum engagement with students. Implement new social media applications and technology as needed

**Recruiting and Territory Management:**

1. Ability to manage a small territory in a specified region as assigned by the Assistant Dean of Admissions
2. Manage a pool of inquiries and prospects within the region from point of entry through the point of enrollment or withdrawal
3. Conduct high school visits, attend college fairs, represent Defiance College at community events, present at college nights and conduct yield receptions for seniors and student receptions for high school students
4. Conduct admission interviews throughout the admission cycle for prospective students and their families during which information about the college is conferred and information about the student is collected
5. Develop strong relationships with prospective students and their families throughout the admission cycle including personal communication in a written and electronic format, phone calls and personal interaction as appropriate
6. Foster and maintain professional relationships with high school counselors, independent counselors, community based organizations (CBO), parents of current students and alumni through counselor receptions and alumni trainings throughout the admission cycle
7. Monitor the application process from the point of submission to point of completion as well as review applications prior to publicized application deadlines
8. In collaboration with the Assistant Dean of Admissions, conduct market research to identify targeted high schools and develop positive relationships which will enhance recruitment in the assigned region as well as set annual and future goals to contribute to the college recruitment goals and strategic enrollment plan
9. Counseling prospective students throughout the admission and financial aid process
10. Develop strong partnerships with local alumni by conducting meetings and conference calls and working with the alumni office

**General:**

1. Regular communication with the leadership on campus as well as the admission staff, athletic coaches and faculty of the college.

2. Development of an in-depth knowledge base about the college and its academic and extracurricular programs, and the ability to articulate these attributes in a manner consistent with the strategic marketing message of the recruitment process, and with accuracy, clarity and a clear sense of professional commitment to the benefits of a Defiance College education.
3. Timely management and evaluation of admission applications and supporting credentials (per office policy); including the recommendation of admission decisions
4. Development of a clear understanding of the policies and procedures which dictate the review and admission of students to the college, as well as the development of a clear understanding of the policies and practices that are to be followed in the course of the recruitment process (e.g. travel reimbursement policies, on-road recruitment practices, telephone and written correspondence practices, territory management, travel planning, etc.)
5. Project management will be required. Projects may include, but are not limited to, student receptions, counselor programs, alumni events and training alumni admission recruitment team members to further recruitment in the region.

**Administrative:**

1. Provide weekly and quarterly reports in EMP as well as an annual territory reports
2. Develop a territory management and travel plan in collaboration with the Assistant Dean of Admissions
3. Submit monthly receipts and expense reports
4. Weekend and evening work will be required as part of this position

**SUPERVISION:** None

**EDUCATION:** Bachelor's degree required, Master's Degree preferred; two years of higher education admission/recruitment experience.

**REQUIRED KNOWLEDGE, SKILLS & ABILITIES:**

- Ability to demonstrate strong understanding of branding, deliver great storytelling content that engages, and ability to translate information for target audiences.
- Expertise in Twitter, Facebook, LinkedIn, Tumblr, YouTube, Instagram, SnapChat, Pinterest, Google Analytics, and Sprout Social.
- Familiarity with CRMs, specifically Liaison EMP a plus, but not required
- Excellent writing and copyediting skills that tells a story with proficiency in writing for the web.
- Experience with design software preferred. Advanced planning and organizational skills
- Proven commitment to the ideals and advantages of a private, independent, residential liberal arts college is required.
- Evidence of strong oral and written communications skills is required.
- The ability to work cooperatively with others as a team member is required.
- The ability to work independently and with strategic insight is required.
- Willingness to learn the preferred admission practices.
- Positive attitude is required.
- Proven, positive work ethic is required.
- Attention to detail is required.
- Experience with MS Office, an admissions database and presentation software is a plus.
- Ability and willingness to perform weekend and overnight travel is required.
- Ability to work evenings and weekends as necessary.
- Valid driver's license and the ability to obtain college car insurance is required.