

Marketing and Communications Coordinator

Department: Enrollment Services

Job Status: Full Time

FLSA Status: Non-Exempt

Reports To: Dean of Enrollment Management

Positions Supervised: work study students or student interns

Amount of Travel Required: Occasional Travel

ESSENTIAL FUNCTIONS

Reasonable Accommodations Statement

To perform this job successfully, an individual must be able to perform each essential duty satisfactorily. Reasonable Accommodations may be made to enable qualified individuals with disabilities to perform the essential functions.

Essential Functions Statement(s)

- Responsible for the collaborative creation of the College's marketing and promotional materials and multimedia which includes but is not limited to creating ideas and text for media advertising, print brochures, graphic design, compiling press releases, updating website content, and creating video and other forms of media promoting MCC. Manage all of MCC's general social media outlets. Utilizes knowledge of, and adherence to, College policies, systems, and branding guidelines in creation of all internal and external communication products.
- Assist Dean of Enrollment Management and Educational Support Services, Vice President of Academic Affairs, and Director of Financial Aid and Admissions with the implementation of comprehensive strategic marketing and communications plans to support recruitment, enrollment and retention for the entire College, working toward targeted enrollment goals as set by the Enrollment Action Team.
- Assist Dean of Enrollment Management and Educational Support Services, MCC President, Director of Financial Aid and Admissions, and Athletic Director in the successful promotion of all College events, both on and off campus, through multiple media outlets. This may include collaborative work with the MCC Foundation on alumni and donor functions.
- Play an active role on the MCC Web Committee and assist in the design, writing, and management of website content and updates to ensure website optimization and accuracy.
- Acquire knowledge of all services and academic programs offered through Miles Community College, including all continuing education, workforce development, and dual enrollment initiatives, and be able to relay the information to potential students, parents, counselors, community agencies, and other interested parties across a variety of formats.
- Assist with execution of recruitment communication plans, including use of the campus Customer Relationship Management (CRM) product. This will include helping facilitate prospect communication and continued follow-up with applicants through the registration and orientation process.
- Responsible for the generation of press releases for the College, to include general approval of Athletic Department press releases. Demonstrate exceptionally strong writing and editing skills across platforms using varied formats.
- Assist Dean of Enrollment Management and Educational Support Services with management of contracted services for any needed graphic design work, video production, commercial production, or related services.
- Collaboratively develop, manage, and analyze key metrics, trends, and insights using analytics, and leverage data and reports to determine effectiveness and optimize advertising efforts.
- In collaboration with the Athletic Director and Sports Information Coordinator, provide general oversight for sports information and Athletic Department services related to branding, campus messaging, and press releases.
- Perform other duties as assigned by the Dean of Enrollment Management and Educational Support Services, MCC President, or other members of the Executive Team.

POSITION QUALIFICATIONS

Competency Statement(s)

- Adaptability - Adapts to changes in the work environment; Manages competing demands; Changes approach or method to best fit the situation; Able to deal with frequent change, delays, or unexpected events.
- Attendance/Punctuality - Is consistently at work and on time.
- Business Acumen - Understands basic business practices.
- Change Management - Communicates changes effectively.
- Oral Communication - Speaks clearly and persuasively in positive or negative situations; Listens and gets clarification; Responds well to questions; Participates in meetings.
- Written Communication - Writes clearly and informatively; Edits work for spelling and grammar; Varies writing style to meet needs; Presents numerical data effectively; Able to read and interpret written information.
- Cost Consciousness - Works within approved budget; Develops and implements cost saving measures; Contributes to profits and revenue; Conserves organizational resources.
- Customer Service - Manages difficult or emotional customer situations; Responds promptly to customer needs; Meets commitments.
- Delegation - Delegates work assignments; Matches the responsibility to the person; Sets expectations and monitors delegated activities.
- Dependability - Follows instructions, responds to management direction; Takes responsibility for own actions; Keeps commitments.
- Initiative - Seeks increased responsibilities; Takes independent action.
- Judgment - Displays willingness to make decisions; Exhibits sound and accurate judgment; Supports and explains reasoning for decisions; Includes appropriate people in decision-making process; Makes timely decisions.
- Organizational Support - Follows policies and procedures; Completes administrative tasks correctly and on time; Supports organization's goals and values
- Managing People - Includes staff in planning, decision-making, facilitating and process improvement; Makes self available to staff; Provides regular performance feedback; Develops subordinates' skills and encourages growth; Improves processes, products and services.
- Planning/Organizing - Prioritizes and plans work activities; Uses time efficiently; Organizes or schedules other people and their tasks.
- Problem Solving - Identifies and resolves problems in a timely manner; Gathers and analyzes information skillfully; Develops alternative solutions.
- Professionalism - Approaches others in a tactful manner; Reacts well under pressure; Treats others with respect and consideration regardless of their status or position; Accepts responsibility for own actions; Follows through on commitments.
- Quantity - Meets productivity standards; Completes work in timely manner; Strives to increase productivity; Works quickly.
- Quality Management - Looks for ways to improve and promote quality; Demonstrates accuracy and thoroughness.
- Safety and Security - Observes safety and security procedures; Uses equipment and materials properly.
- Strategic Thinking - Develops strategies to achieve organizational goals; Adapts strategy to changing conditions.
- Inclusion - Provides an environment that is inclusive of all students and supports underrepresented students.
- Assessment - Assesses annual performance and works closing with the institutional research and enrollment management team.

Education: Associate's degree required, preferably in marketing, graphic design, or other related field. Bachelor's degree preferred. An equivalent combination of training and experience may be substituted for a degree.

Experience: Proven multi-tasking and organizational skills, including a demonstrated ability to manage multiple assignments, establish priorities, and meet deadlines. Proven skills in database management, Microsoft Office software, and communications to include written and verbal presentations, phone exchanges, and electronic correspondence. Ability to use Adobe Creative Cloud or other graphic design software and manage social media such as Facebook, Twitter, Instagram, etc. Experience with Banner, Customer Relationship Management (CRM) software, and print design, and/or video production experience preferred. Higher education marketing or enrollment management experience preferred.

REVIEWED BY (SUPERVISOR SIGNATURE) _____ **DATE** _____

REVIEWED BY (EMPLOYEE SIGNATURE) _____ **DATE** _____

Miles Community College has reviewed this job description to ensure that essential functions and basic duties have been included. It is intended to provide guidelines for job expectations and the employee's ability to perform the position described. It is not intended to be construed as an exhaustive list of all functions, responsibilities, skills and abilities. Additional functions and requirements may be assigned by supervisors as deemed appropriate. This document does not represent a contract of employment, and the Company reserves the right to change this job description and/or assign tasks for the employee to perform, as the Company may deem appropriate.