



Connecticut State Community College
Job Description
Admissions Communications Specialist

Salary Level:
CCP 15 (Subject to Willis)

Date Approved/Revised:
6/27/22

POSITION PURPOSE:

The Admissions Communications Specialist provides overall support to the Associate Director of Operations & Communications by developing and implementing various messaging and communications with prospective students, their families, and other stakeholders regarding the admissions and enrollment process across the 12 campuses. The person serves as a functional support to college end users of CRM, the bulk email providers, texting services, and Banner.

SUPERVISORY AND OTHER RELATIONSHIPS:

This position reports to the Associate Director of Operations & Communications or other higher-level administrator. The position requires extensive interactions with system and college admission office administrators and admissions representatives, students and parents, as well as College administrators and other faculty and staff. In this role, the incumbent must maintain a high degree of courtesy, cooperation, and respect for confidential information, and a genuine interest in assisting others. The incumbent is expected to represent the system in a positive manner and to collaborate with other college admissions leadership and recruitment staff.

EXAMPLES OF DUTIES:

The following examples of duties illustrate the general range of tasks assigned to the position, but are not intended to define the limits of required duties. Other essential duties may be assigned consistent with the general scope of the position.

- Supports the Associate Director of Operations & Communication in developing and implementing robust communication plans for prospective student engagement that will span across multiple platforms and support enrollment goals.
- Works collaboratively with other admissions staff and other student service staff to support student communication needs.
- Assists with managing the email, voicemail, social media, websites, customer relationship management system, and third-party vendors directly related to admissions processes.
- Assess communication plans and make recommendations for future strategies.
- Assist with manage and implement CRM communications and marketing strategies for the Office of Admissions.
- Ability to recognize and protect confidential information in accordance with FERPA and exercise judgment, tact, and diplomacy in handling sensitive information and situations.
- Adheres to FERPA and other departmental policies, procedures and regulations pertaining to student records.
- Builds and edits communications plans that reflect the assessed needs of the organization to recruit and enroll students.
- Interprets data and metrics to assess for efficacy of communication efforts.
- Runs reports within the CRM and bulk email provider weekly to gather metrics on email communications.
- Performs routine system maintenance in both the CRM and with bulk email provider.
- Maintains template building in the third-party bulk email provider, in conjunction with branding and messaging for the community college.
- Weekends and evenings will be required to support various recruitment and enrollment events.

PROFESSIONAL PARTICIPATION AND DEVELOPMENT

In addition to the accountabilities listed above, the incumbent is required to carry out the essential duties of:

- Attendance and participation at convocation, commencement and honors ceremonies;
- Service on assigned committees and task forces;
- Attendance and participation at, committee, staff, informational and professional meetings.
- Participate in recruitment and enrollment events as required.

QUALIFICATIONS:

Incumbents must possess proven ability to effectively work with a culturally, linguistically, and ethnically diverse faculty, staff and students. They are expected to have excellent oral and written communications skills along with strong Information Technology literacy skills such as Microsoft Office (Word, Excel, Outlook, Teams, etc.) Incumbents are required to have demonstrated knowledge and abilities in the following:

- Strong oral and written communicator with ability to independently draft various communications to stakeholders.
- Customer Relationship Management tools
- Navigating federal and state laws and regulations related to admissions and compliance
- Admissions, enrollment, advising, and FERPA
- Familiarity working in a community college environment, preferred
- Strong information technology skills demonstrated through familiarity with college database systems and Salesforce Marketing Cloud, preferred

These skills and abilities typically are acquired through a combination of education, training and experience which would include a Bachelor's degree in appropriately related field together with 1-4 years of related experience; or a combination of education, training and experience which would lead to the competencies required for successful performance of the position's essential duties.

WORK ENVIRONMENT

The incumbent typically performs work in offices, conference rooms and in locations where groups of students, faculty and staff gather. The work does not, normally, involve any significant physical effort. The incumbent may travel to public sites to make presentations as well as travel to regional or central meetings and conferences.