Job Opening ID: 18487

Position Title: Enrollment Communication Coordinator

TTC Title and Code: Communication Specialist

FTE: 100%

Principal Work Location: UW-Stevens Point Main Campus, Chemistry Biology Building

Supervisor: Kylie King, Interim Assistant Director of Prospective Student Engagement

Department: Marketing and Enrollment

University Description:
Through the discovery and dissemination of knowledge, UW-Stevens Point stimulates intellectual growth, provides a liberal education, and prepares students for a diverse sustainable world. The university is committed to creating a safe, inclusive learning community for all faculty and staff from a variety of backgrounds. Visit www.joinuwsp.org for more information about UW-Stevens Point. To learn about the Stevens Point (aka Point) area fun, jobs, housing, education, quality of life, and bragging rights, visit www.EverythingPointsHere.com.

Position Summary:
The Enrollment Communication Coordinator is responsible for operating the institution’s Customer Relationship Management (CRM) system, Slate, to grow applications and leads by segmenting mass communications to target audiences. This position develops and drafts communication content and assists in the execution of the unit’s communications strategy. This position will work closely with Admissions and Recruitment staff and will function as a key member of the Digital Marketing team, reporting to the Assistant Director of Prospective Student Engagement.

Primary Responsibilities:
• Writes, edits, and publishes content for various communication projects and marketing platforms to align with strategic initiatives and established communications campaigns
  o Coordinate and create messages within the CRM for multiple audiences and according to UWSP brand standards.
• Manage the execution of tasks within the CRM for recruitment of undergraduate prospective students for Stevens Point, Wausau, and Marshfield campus.
  o Communicates with internal stakeholders to verify requests and identify editorial resources.
    o Work with Marketing and Enrollment leadership to align communication with overall strategic vision.
    o Assist the event staff and admissions counselors with CRM event development.
    o Assist the Processing unit in efficient and effective follow-up communications relevant to the application status of prospective students.
    o Assist graduate program colleagues with Slate functions.
• Monitors reach and effectiveness of communication campaigns, projects, and initiatives
  o Report completed communication activity to leaders in Enrollment Operations leaders as well as forecast upcoming message activity.
  o Continue to develop and maintain the documentation for fundamental best practices and use cases.
• Provides project management and execution of communications programs, initiatives, and tactical plans.
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<th>Required Qualifications</th>
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<tr>
<td>• Bachelor’s degree in communications, business, marketing, or related area</td>
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<td>• Technical acumen and experience in operating technology-based platforms</td>
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<td>• Experience using Slate</td>
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<td>• Written communication skills</td>
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<td>• Critical thinking and analytical skills</td>
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<th>Preferred Qualifications</th>
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<td>• Two years of experience working in an Admissions Environment</td>
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The Enrollment Communication Coordinator will have the responsibility of ensuring that the Marketing and Enrollment unit supports the University mission in preparing its students for a diverse, inclusive, equitable, and sustainable world.

How To Apply

Please be sure to complete all required fields and include all required documents before submitting your application. To return to a draft application, click on the “My Activities” link at the top of the screen after logging in. Once you click on Submit Application, you will not be able to edit or attach any application materials. After submitting the application, you will receive an Application Confirmation email from the application system. Refer to the “How To Apply” document for more information.

Anticipated Appointment Date

August 1, 2022

This is an Academic Staff annual appointment, exempt from the Fair Labor Standards Act. Salary is commensurate with qualifications and experience.

Terms of Employment

UW Stevens Point provides a competitive benefits package including monthly premiums starting at $32, deductibles starting at $250, auto-enrollment in the Wisconsin Retirement System (pension) with employer contributions, and 17+ days of paid time off (PTO)*. Additional benefits and more information available on our Total Rewards page.

Deadline

To ensure consideration, completed online applications must be received by end of day, 11:59 pm, on July 10, 2022. However, screening may continue until the needs of the recruitment are met. **Files must be complete to be considered. Submission in PDF format is preferred for all attachments. Please include the following documents:**

- Cover letter addressing qualifications and experience
- Resume
- Contact information for three professional references

(Optional Transcripts may be required of finalist)

Employment will require a criminal background check. It will also require you and your references to answer questions regarding sexual violence and sexual harassment.

Required Materials

For additional information regarding the position, please call or email:
Marta Rusten, Chair, Search and Screen Committee
Email: mrusten@uwsp.edu
Phone: 715-346-2236
If you have any questions regarding the application process, need special arrangements, or if you submitted your application with missing materials, please call or email:

Human Resources
Email: human.resources@uwsp.edu
Phone: 715-346-2606

The University of Wisconsin-Stevens Point is an equal opportunity employer. All qualified applicants will receive consideration for employment without regard to race, religion, color, national origin, sex, sexual orientation, gender identity, age, status as a protected veteran, or status as a qualified individual with a disability. UW-Stevens Point values diversity and inclusion as supported by our mission, “Through the discovery, dissemination and application of knowledge, UW-Stevens Point fosters intellectual growth, provides a broad-based education, models community engagement and prepares students for success in a diverse and sustainable world.”

Individuals with disabilities who need a reasonable accommodation during the application or interview process should contact Human Resources and Affirmative Action at 715-346-2606 or hr@uwsp.edu.

The safety and success of students, faculty, and staff at the University of Wisconsin-Stevens Point is paramount. The Jeanne Clery Disclosure of Campus Security Policy and Campus Crime Statistics Act requires the distribution of an annual security report to all current and prospective students, faculty, and staff. You may obtain the complete report at https://www3.uwsp.edu/dos/clery/Pages/default.aspx

The University of Wisconsin-Stevens Point will not reveal the identities of applicants who request confidentiality in writing, except the identity of the successful candidate will be released. See Wis. Stat. sec. 19.36(7).

An offer of employment will require a criminal background check and authorization to work within the United States as required by the Immigration Reform and Control Act of 1986.

*PTO offering prorated based on start date and hours worked.