Position Description

<table>
<thead>
<tr>
<th>Classification Title:</th>
<th>Communications Specialist (CM004)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Working Title:</td>
<td>Enrollment Communication Coordinator</td>
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<tr>
<td>Supervisor’s Working Title:</td>
<td>Assistant Director of Prospective Student Engagement</td>
</tr>
<tr>
<td>Hours/Shift:</td>
<td>40 hours/week</td>
</tr>
<tr>
<td>Department:</td>
<td>Marketing and Creative Services</td>
</tr>
<tr>
<td>Supervisory Position:</td>
<td>☑ Yes ☐ No</td>
</tr>
<tr>
<td>Employee Category:</td>
<td>Academic Staff</td>
</tr>
<tr>
<td>FLSA Status:</td>
<td>☑ Exempt ☐ Non-exempt</td>
</tr>
<tr>
<td>Date Created/Updated:</td>
<td>4.26.22</td>
</tr>
<tr>
<td>Position of Trust:</td>
<td>☑ Yes ☐ No (Defined as: Having access to vulnerable populations, property access, financial/fiduciary duties, and all executive positions)</td>
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<tr>
<td>Position of Trust with Access to Vulnerable Populations:</td>
<td>☑ Yes ☐ No (Defined as: Position requires unsupervised or significant access to minors, under the age of 18 who are not enrolled or accepted for enrollment at a UW System Institution, and medical patients)</td>
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</table>

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
  - 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.
- Communicates with internal stakeholders to verify requests and identify editorial resources.
  - Work with Marketing and Enrollment leadership to align communication with overall strategic vision.
  - Assist the event staff and admissions counselors with CRM event development.

<table>
<thead>
<tr>
<th>Primary Responsibilities:</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Writes, edits, and publishes content...</td>
<td>40%</td>
</tr>
<tr>
<td>Manage the execution of...</td>
<td>20%</td>
</tr>
<tr>
<td>Communicates with...</td>
<td>20%</td>
</tr>
</tbody>
</table>
Assist the Processing unit in efficient and effective follow-up communications relevant to the application status of prospective students.

- Assist graduate program colleagues with Slate functions.
  - Monitors reach and effectiveness of communication campaigns, projects, and initiatives
    - Report completed communication activity to leaders in Enrollment Operations leaders as well as forecast upcoming message activity.
    - 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.
    - Build new Slate user log-in access and provide foundational Slate training to new users as well as introduce them to available resources.
    - Develop queries for admissions and recruitment to segment student populations accordingly.
    - Execute imports of new student lead data

### Qualifications – Knowledge, Skills, and Abilities:

#### Required Knowledge, Skills, and Abilities
- Bachelor’s degree in communication, business, marketing or related area
- Technical acumen and experience in operating technology-based platforms
- Experience using Slate
- Written communication skills
- Critical thinking and analytical skills

#### Preferred Knowledge, Skills, and Abilities
- Two years of experience working in an Admissions environment

### Physical Effort/Demands:
- Sitting
- Standing
- Walking
- Lifting your arms above your head to reach high, possibly difficult, areas
- Kneeling
- Squatting
- Stooping
- Frequently lift 1 – 10 pounds
- Occasionally lift 15 pounds

### Equipment Operated:
- Various computer systems and/or software, calculator, fax machine, office copier, telephone, and other electronic office devices

### Working Environment:
The noise level in the work environment is usually quiet.
This position description should not be interpreted as all inclusive. It is intended to identify the major responsibilities and requirements of the job. The incumbents may be requested to perform job-related responsibilities and tasks other than those stated on this description.

This position description does not constitute an employment agreement between the employer and employee and is subject to change by the employer as the needs of the employer and requirements of the position change.

UW-Stevens Point is an Equal Opportunity Employer. In compliance with the Americans with Disabilities Act, the University will provide reasonable accommodations to qualified individuals with disabilities and encourages both prospective and current employees to discuss potential accommodations with the employer.

________________________________________ ____________________
Employee Name       Date
________________________________________ ____________________
Employee Signature       Date
________________________________________ ____________________
Supervisor Name     Date
________________________________________ ____________________
Supervisor Signature     Date