**Announcement No. 22-25AS163**

**JOB OPENING ID: 18510**

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<th>Internal/External</th>
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<td>Position Title</td>
<td>Post-Traditional Admissions and Recruitment Coordinator</td>
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<td>TTC Title and Code</td>
<td>Admissions and Recruitment Coordinator II (AE084)</td>
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**Principal Work Location:** UW-Stevens Point Main Campus, Old Main

**Supervisor:** Associate Director of Prospective Student Engagement

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**Department:** Marketing and Enrollment

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**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](http://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](http://www.EverythingPointsHere.com).

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**Position Summary**

The post-traditional marketing and recruitment specialist is a full-time position within University Communications and Marketing (UCM) responsible for the strategic planning, implementation, maintenance and evaluation of UW-Stevens Point’s marketing and recruitment of post-traditional students to advance the mission and goals of the university. This position works primarily with UW-Stevens Point Communications and Marketing, Admissions and Recruitment and the associate vice provost in academic affairs. This position reports to the associate director of prospective student engagement.

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**Required Qualifications**

- Education: Bachelor’s degree in business, marketing, communications or related area
- Data Analysis: Curiosity and a bias for innovation, analytical thinker with ability to grasp new technology. Experience in SEO/SEM research, strategy and performance.
- Communication: Ability to communicate and collaborate in a way that supports institutional change with team members, subject matter experts and senior leaders with the highest degree of professionalism. Excellent writing and verbal skills (AP Style), writing for web (WordPress, SharePoint) and ability to plan small events.
- Project Management: Experience working with third party tools and acting as point of contact (Slate, CRM, Sprout), general knowledge of social media platforms and excellent organizational skills.
- Innovation: Experience in development and implementing marketing strategies. Knowledge of post-traditional students and marketing graduate level options.
- Professionalism: Highly self-motivated and able to work independently or in a team environment, sensitivity toward diversity

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**Preferred Qualifications**

- Higher Education. Familiarity with the higher education sector.
- DEI Experience. Ability to integrate consideration of diversity, equity, and inclusion into data analysis and reporting.
### 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 15, 2022

### Terms of Employment

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

### Deadline

To ensure consideration, completed online applications must be received by end of day, 11:59 pm, on July 22, 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
- Unofficial Transcripts

(Official 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.

### Position Contact

For additional information regarding the position, please call or email:
Brittany Kaminski, Chair, Search and Screen Committee
Email: bkaminsk@uwsp.edu
Phone: 715-346-2653

### Required Materials

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
- Unofficial Transcripts

(Official 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.

### Human Resources Contact

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

### Special Notes

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](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.*