Position Description

<table>
<thead>
<tr>
<th>UW System Title:</th>
<th>Admission and Recruitment Coordinator II (AE 084)</th>
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</thead>
<tbody>
<tr>
<td>Working Title:</td>
<td>Post-traditional Admissions and Recruitment Coordinator</td>
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<tr>
<td>Supervisor’s Working Title:</td>
<td>Assistant Director of Prospective Student Engagement</td>
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<tr>
<td>Hours/Shift:</td>
<td>Full-time</td>
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<tr>
<td>Department:</td>
<td>University Communications and Marketing</td>
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<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>May 2022</td>
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<tr>
<td>Position of Trust:</td>
<td>☑ Yes ☐ No</td>
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<td></td>
<td>(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</td>
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<td>(Defined as: Position requires unsupervised or significant access to minor, 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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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 Assistant Director of Prospective Student Engagement.

Primary Responsibilities: UWSP Growth Initiative Team Contributor

40% - Planning of marketing campaigns and strategies geared at recruiting post-traditional students.
- Participate in Growth Initiative and AVP team meetings
- Deliver services aligned with the New Program Development Cycle
- Contribute to period reporting
- Coordinate online and graduate student photography and videography shoots
- Develop traditional marketing assets, with the help of graphic designers, for online and graduate students
- Collaborate with admissions on post-traditional name buys for digital marketing
- Develop SEO and SEM strategy for getting online and graduate student leads
- Assist in developing and pushing out digital ads geared at post-traditional students
- Provide monthly analytics and updates on post-traditional student leads, SEO and advertising

40% - Write and post content to UW-Stevens Point post-traditional social media channels and website
- Write post-traditional feature stories
- Collaborate with the colleges on post-traditional content
- Develop emails for CRM campaigns
- Maintain webpages
- Curate personas for online and graduate students to aid in content building
- Provide content recommendations based on best performing ads, keywords and content
- Use social media channels to appeal to post-traditional students (LinkedIn, Alumni/Main Twitter, Alumni/Main Facebook, Alumni Tik Tok, etc.)

**15% - Recruitment for post-traditional students and event planning**
- Write drip campaign emails to online and graduate student segment and follow up on leads via meetings, phone, email and text to generate, complete and yield applicants
- Plan special and virtual events that bring online and graduate students together
- One-on-one and group events to help move post-traditional students through the funnel
- Collect and report on feedback from students

**3% - Budgets**
- Maintain budgets for marketing and recruitment events
- Use budget to make marketing and recruitment decisions that will best serve post-traditional students

**2% - Other duties as assigned**
- Serve as a backup to marketing and communication team members

### Qualifications—Knowledge, Skills and Abilities

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

#### Preferred experience
Working in higher education admissions and/or marketing environment

### Physical Effort/Demands
- Sitting, standing and walking
- Lifting your arms above your head to reach high, possibly difficult areas
- Kneeling and squatting
- Frequently lift 1-25 pounds and occasionally lift up to 50 pounds
- Ability to work outside normal office hours