GRADUATE ENROLLMENT MARKETING MANAGER

Department: Enrollment Systems & Operations (ESO) and University Marketing and Communications (UMC)

Reports To: Director of University Marketing and Communications

Position Summary: The Graduate Enrollment Marketing Manager is a cross-departmental role between University Marketing and Communications and Enrollment Systems and Operations. The Graduate Enrollment Marketing Manager serves as a bridge between UMC and the Office of Graduate and Adult Admissions. The primary responsibility of the role is to develop and implement marketing and communications initiatives that drive enrollment. As part of the Enrollment Systems group, the CRM Specialist is responsible for the configuration and maintenance of North Park University’s recruitment communication systems and other CRM administrative functions as assigned including analyzing organization processes/reports, converting business workflows for launch, and on-going use of the CRM platform.

Essential Responsibilities:

- Partner with the Office of Graduate and Adult Admissions to develop and implement strategic communications for the university’s admissions audiences which include prospective students, educators, and other influencers
- Work with members of the Enrollment Management and Marketing division to continuously improve recruitment communication strategies
- Become an expert on the communications flow of materials received by admissions audiences, and coordinate implementation of new or revised touchpoints
- Participate in the writing and management of recruiting emails and other forms of electronic communication as needed
- Manage and implement enrollment communication in the University’s CRM platform
- Project manage admissions initiatives that utilize direct mail, print, e-mail, web, and social channels
- Serve as the project manager for tactics within the marketing plan, ensuring projects are completed on time and within budget
• Drafts work requests and creative briefs for the in-house creative team; provides creative direction and facilitates approval process
• Participates in ongoing review of admissions-related webpages. Works with web team to ensure content is up-to-date, appropriate, and engaging for targeted audiences
• Facilitate communication across many departments for new program launches, admissions initiatives, marketing campaigns

**Essential Qualifications:**
- Bachelor’s Degree, preferably in business, technology, information management or equivalent experience required.
- Two years of experience with Salesforce or comparable CRM
- Ability to communicate effectively, via verbal and written methods, with both technical and non-technical personnel regarding technology issues
- Broad knowledge and experience in Excel, Word, and project management software, and CRM
- General knowledge of Content Management System (Word Press)
- Demonstrated aptitude for new technology and systems design
- Expertise in organization and management of time, people, projects, and resources
- Team player with professional demeanor and customer service abilities
- Persuasive communication skills and an ability to negotiate
- Ability to handle multiple projects at once, with a built-in sense for what should be prioritized
- Ability to follow verbal and written instructions and work with minimal supervision
- Willingness to occasionally work off-hours to maintain availability of critical systems
- Personal commitment to North Park University’s mission of Christian higher education

**Other Desired Qualifications:**
- Sales/recruitment and/or marketing background
- Previous experience with TargetX Recruitment Suite

**Effective Date:**  March 2022

*NOTE: Nothing in this job description restricts the supervisor's right to assign or reassign duties and responsibilities to this job at any time.*