



## **Admissions Outreach and Communications Specialist - California Northstate University College of Health Sciences (CHS), Rancho Cordova, California, USA**

**Job Title:** Admissions Outreach and Communications Specialist, College of Health Sciences (CHS)

**Job Classification:** Full-time, non-exempt

**Closing Date:** Position open until filled

**Anticipated Start Date:** Immediate

**Position Summary:** Seeking a fast-paced, proactive, creative person with superior oral and written communication skills as well as excellent organizational abilities. The Admissions Outreach and Communications Specialist is responsible for the execution of communication strategies that influence enrollment. Responsible for recruiting qualified applicants for admission to the school in accordance with state and federal accreditation and company policies and regulations, consistent with the highest ethical standards. Responsible for managing time and inquiry resources to generate interest in our programs. This position will conduct a high quantity of prospect phone and email contacts to secure appointments and interview activity with future class applicants.

**Reporting Responsibility:** Under the general supervision of the Assistant Dean of Admissions in the College of Health Sciences, the Admissions Outreach and Communications Specialist functions as the point person for:

1. Development of enrollment marketing publications and communications including letters, brochures, website postings, electronic mail, social media and other mediums.
2. Coordination and implementation of recruitment plans, admission initiatives, and special events related to prospective first-time college students, transfer, under-represented, and post-baccalaureate students toward fulfillment of recruitment efforts leading to new student enrollment.

### **Job Duties and Responsibilities:**

1. Marketing
  - a) In consultation with the deans of the College, plans and executes initiatives to reach the target audience through appropriate channels (social media, direct mail, email, digital campaign, etc.)
  - b) Assesses marketing needs and opportunities
  - c) Brainstorms and develops ideas for creative marketing campaigns
  - d) Develops and writes marketing materials, i.e. flyers, brochures, etc.
  - e) Manages projects
  - f) Creates and/or reviews and edits marketing and advertising copy



- g) Creates and/or reviews and edits web copy to support program marketing
- h) Updates webpages with new content on an ongoing basis
- i) Guides the social media strategy to be in line with University branding standards
- j) Undertakes individual tasks of a marketing plan as assigned

## 2. Recruitment

- a) Visits middle schools, high schools, and colleges; speaks to diverse groups and individual students, and meets with school counselors and administrators to promote the undergraduate and post- baccalaureate programs of the College
- b) Responds to inquiries from potential students and families. Manages e-mail communication through general college e-mail accounts
- c) Manages and coordinates recruitment efforts; arranges visits and tours for prospective students and parents. Works with faculty to arrange classroom visits for prospective students/families
- d) Coordinates open-house events and assists with other university and college-wide events, such as interview days and events for admitted students
- e) Collaborates with university recruiters to coordinate travel plans in order to maximize efficiency in recruitment processes
- f) Coordinates faculty involvement in recruitment/outreach events; coordinates students assisting with recruitment from the Colleges of Medicine, Pharmacy, Psychology, and Dental Medicine.
- g) Trains students assisting with recruitment in the process of guiding prospective students and families concerning admission requirements, financial aid and scholarships, alternative educational opportunities, and university policies and procedures
- h) Attends meetings with university-wide admissions and outreach team
- i) Keeps careful records of recruiting and outreach events for WASC reporting

## 3. Other

- a) Participates in promotional opportunities, marketing campaigns, and committee meetings
- b) Occasionally required to work weekends, and evenings, especially September-November and March-April
- c) Attends relevant regional conferences as needed
- d) Prepares reports and proposals
- e) Performs miscellaneous job-related duties as assigned

### **Minimum Qualifications**

Bachelor's degree; and at least 3 years of experience that is directly related to marketing and recruitment. OR

Master's degree (preferred); and at least 1 year of experience that is directly related marketing and recruitment,

### **Knowledge, Skills and Abilities Required**

- Knowledge of marketing strategies and analytics



- Knowledge of web-based marketing tools and content management systems
- Experience in the development of marketing materials for internal and external audiences
- Ability to utilize social media and understand student use of student media
- Skilled in developing and implementing new strategies and procedures for marketing and recruitment
- Skilled proficiency to edit and proofread; attention to detail, grasp of grammar, and punctuation and able to exhibit a consistent style
- Exceptional communication and writing skills
- Knowledge of student recruitment and retention issues
- Ability to develop and deliver presentations
- Ability to be flexible and to work collaboratively in a team environment
- Ability to be proactive
- Ability to work effectively with diverse populations
- Strong interpersonal skills
- Strong commitment to customer service
- Ability to maintain a high level of confidentiality
- Skilled in organizing and coordinating special events
- Ability to use independent judgement and to manage confidential information
- Skilled in the use of Microsoft Office programs (Excel, Outlook, PowerPoint, Word)
- Ability to gather data, compile information, and prepare reports
- Ability to make procedural decisions and judgements
- Ability to effectively participate in accreditation related activities, including but not limited to report generation, preparation of functional areas in accordance with accreditation standards
- Experience working in higher education

**Additional Requirement:** Possess and maintain a valid California Driver's License.

**Applicants should submit:**

- Cover letter of interest that addresses qualifications, experience and career goals
- Resume that includes month and year of employment
- Names, addresses, and telephone numbers of at least three (3) references who can be contacted by the Search Committee and who can speak to a broad range of candidate's professional qualifications

Please send application materials to the HR Department at [hr@cnsu.edu](mailto:hr@cnsu.edu), or California Northstate University, 9700 West Taron Drive, Elk Grove, CA 95757.

**Please note that although the main campus for California Northstate University is located in Elk Grove, CA, this position is located at California Northstate University, College of Health Sciences, in Rancho Cordova, CA.**

California Northstate University is an Equal Opportunity and Affirmative Action Employer. All qualified candidates are encouraged to apply.