

Corban University

Position Description

Director of Admissions Communication

DEPARTMENT:	Enrollment Management
REPORTS TO:	Associate Provost for Enrollment Management
SUPERVISES:	Communication Coordinator
HOURS PER WEEK:	Full-time
FLSA STATUS:	Exempt
REVISED:	February 2014

MISSION: To educate Christians who will make a difference in the world for Jesus Christ.

SUMMARY: The Director of Admissions Communication develops and coordinates communication efforts to recruit students for all academic programs. This individual carries out tasks in conjunction with the Director of Traditional Undergraduate Admissions and the Director of ADP & Graduate Admissions. This includes developing, implementing, coordinating, and evaluating all communication efforts in cooperation with other directors and the Associate Provost. The Director of Admissions Communication will also work cooperatively with the Office of Marketing & Communications, Information Technology and other university departments as needed to ensure all Admissions communications comply with set policies for branding and messaging.

ESSENTIAL FUNCTIONS:

- Develop tailored communication strategies and marketing messages for the necessary mediums for all academic programs in conjunction with the appropriate director. This will include all academic programs for the University.
- Work cooperatively with MARCOM in messaging and branding to ensure consistency, efficiency, and effectiveness of marketing efforts.
- Assist the Directors in the negotiation, purchase and implementation of marketing plans/campaigns to ensure continuity in message and media. This includes print, web and communication flows as needed for recruiting purposes.
- Develop and coordinate all communication flows in the admissions recruitment process for all programs. This includes having primary responsibility for copywriting and message development.
- Develop project and communication flow schedules and work with various teams to implement/complete projects in a timely manner.
- Assist in the development of a system to evaluate the effectiveness of Admissions marketing and communication. This will be done in conjunction with the Directors and Admission Counselors as necessary.
- Supervise personnel with direct responsibility for the implementation of the communication plans. This includes the Communication Coordinator and at times, other personnel on a project basis.
- Perform other duties as assigned.

KNOWLEDGE, SKILLS AND ABILITIES:

- An understanding of communication principles and the audience segments as it relates to higher education essential.
- Strong written and verbal skills as well as technical competency with computer applications. Position requires strong writing and editing skills.

- Strong interpersonal skills with proven experience as a team lead.
- Ability to manage details efficiently and thoroughly.
- The ability to develop and maintain productive relationships with coworkers across the whole university. Must also be able to work effectively with outside vendors, agencies, and constituencies evidenced by previous experience.
- Knowledge of Christian higher education and an understanding of how to effectively communicate the value and distinctives of Christian higher education is required.
- Ability to build systems and mechanisms to assess effectiveness of communication strategies.

QUALIFICATIONS AND REQUIREMENTS:

- Bachelor's degree required; Master's degree preferred. Education background in communication, public relations, marketing, journalism or other related field beneficial.
- Minimum of five years of experience required with proven track record of success. Preference given to candidates with experience in higher education.
- Minimum of three years of significant leadership experience including planning, supervision and budget oversight.

WORKING CONDITIONS: Traditional office environment. Some travel and weekend/evening work related to recruiting on and off campus during non-business hours will be an aspect of the position.

Corban University is a private, co-educational, university of liberal arts, ministry and professional studies with a mission to educate Christians who will make a difference in the world for Jesus Christ. All employees are expected to model servant leadership to customers, including other employees, students and the public. Corban values and encourages qualified applicants who are diverse in gender, generation, ethnicity, race and/or ability, and seeks candidates who will interact with the Corban community in a way that reflects a commitment to cultural proficiency. Where permitted by law and consistent with the school's history, mission and core values, Corban exercises religious preference throughout the University. Candidates must have a personal relationship with Jesus Christ, evidence a mature Christian faith and be an active member in a local church as outlined in the Employee Handbook.

To Apply

Interested Candidates please submit the following:

- A cover letter of expressed interest
- Resume
- Brief testimony
- Completed Corban staff application (found on our website: www.corban.edu)

Send to:
Corban University
Department of Human Resources
5000 Deer Park Drive SE
Salem, OR 97317
jobs@corban.edu
FAX: 503.585.4316

