Assistant Director of Admission Marketing

Wofford College, founded in 1854, is a highly selective, private, residential, liberal arts institution. The College is home to approximately 1,600 students and 135 full-time faculty members. A Phi Beta Kappa campus, Wofford College has produced six Rhodes scholars, with the most recent selection in the class of 2013. The Open Doors survey consistently ranks the institution among the top ten schools in the country for the percentage of students studying abroad for academic credit. Forbes has also listed Wofford among its top 50 ROI schools, and is the only South Carolina school who has received this honor.

Summary

The Assistant Director of Admission Marketing is responsible for the development, implementation, and management of a strategic communication funnel for prospective students. This position works closely with the Office of Marketing and Communications to develop messaging appropriate for various constituents to The College. This person will also research new technologies and methods of communication and propose new strategic initiatives utilizing such resources to allow Wofford College to remain a leader in the market. In addition, this position will support the Admission Office by utilizing and implementing communication strategies and technology resources to ensure that prospective students have been personally, efficiently,
effectively and knowledgeably served, while working for the highest yield of enrolled student from the admitted group. The successful candidate is a creative, organized self-starter who is able to think unconventionally, understand the operations of undergraduate recruitment, admissions and the enrollment cycle and deliver polished results, having an understanding of marketing and branding.

Duties and Responsibilities

- Responsible for communication across multiple platforms, including digital signage.
- Collaborate with the Office of Marketing and Communications on writing, creating, developing and executing admissions communication targeting prospective students at every stage of the recruitment funnel. This could include written/mailed materials, email, web-based communication, phone calls, and extensive use of social media.
- Create and disseminate specialized content for prospective students, their parents, and guidance counselors through written content, social media, and online tools.
- Manage email campaigns, and assist with development and implementation of multimedia recruitment tools.
- Maintaining the timing and effectiveness of all planned communication deliveries, including reviewing and analyzing analytics to determine impact of messaging.
- Manage Office of Admission social networking presence which currently includes Twitter, Facebook, Instagram, and Pinterest.
- Maintain ownership of admissions webpages, constantly updating its information.
- Recruit, select, and train student bloggers for the Admissions website.
- Access data from the prospect management database for reporting purposes.
- Coordinate student telecounseling program, hiring students, writing scripts, and creating appropriate messaging timeline.
- Other duties as assigned by the Director of Admission

Minimum Qualifications

A Bachelor’s degree and three years of experience in higher education administration in an area related to enrollment services such as admissions, financial aid, recruitment and/or marketing, development, or alumni relations is required. Previous experience, knowledge of Wofford College, and guidelines pertaining to higher education and admissions policies is highly desired. The successful candidate is flexible, adaptable, committed and energetic with strong public relations skills. Must have highly developed oral and written communication and presentation skills and knowledge of admissions recruitment models. The willingness to adapt to new and changing national technology trends is necessary. Ability to meet critical deadlines, collaborates with campus personnel, and has outstanding organization skills.

Preferred Qualifications
Experience with communication practices, especially in Higher Education; and experience working with and in higher education arenas with knowledge of admissions practices. Experience using web-based content management systems, supervision experience – particularly of college students, basic understanding of Banner and Slate applications, admissions policies and procedures and data analysis.

**Salary:** Commensurate with experience

**Applications details**

Only electronic applications will be accepted. In a single email, please send current resume, cover letter and three references (including telephone numbers and email addresses) to:

Collins McCraw  
Assistant Director of Admissions  
mccrawcw@wofford.edu

Review of applications will begin immediately and applications will be accepted through June 13, 2014. Anticipated starting date for this position is July 2014.

Wofford College does not discriminate on the basis of race, color, creed, religion, sex, age, national origin, disability, veteran status, sexual orientation or any legally protected status.