Title: Admissions Communications Specialist

Function: Under the supervision of the Senior Director of Communications, Operations and Guest Relations; generates compelling copy for email communications, web, social media and other platforms. Responsible for formatting emails with a knowledge of HTML to create engaging and dynamic electronic communications for key audiences.

Description of Duties and Tasks:

Essential Responsibilities:

1. Works in collaboration with College Creative to create HTML email templates, requests image needs and submits job tickets for all admissions initiatives to craft engaging communications and to move students through the admissions funnel.
2. Creates copy for admissions emails for students and parents, sets up images and content within an HTML email template and does so in an organized format and in accordance with Gordon’s editorial style guide, initiates the editing process and responsible for making all edits until email is finalized.
3. Responsible for updating the admissions and financial aid webpages under the direction of supervisor.
4. Supports the visit team in creating copy for electronic and print invitations, confirmations, reminders and surveys as well as web copy to promote admissions events and drop-in visits in conjunction with the Senior Director of Communications, Operations and Guest Relations. Responsible for accurately adding event schedules to the web and updating details per changes from the visit team.
5. Along with the Senior Director of Communications, Operations and Guest Relations manages relationships with preferred hotels for Gordon College guest discounts and updates rates on an annual basis on the web.
6. Develops engaging content for prospective students (Generation Z) and parents for social media and external vendors such as Conduit.
7. Other duties as assigned by the Senior Director of Communications, Operations and Guest Relations.
**Required Knowledge, Skills and Abilities**

In order to fully perform the above functions, the applicant must possess the following knowledge, skills and abilities, or demonstrate that the major responsibilities of the job can be accomplished, with or without reasonable accommodation using some combination of skills and abilities.

1. Must profess faith in Jesus Christ as Lord; must accept Gordon’s Statement of Faith; must practice Christian values in daily interactions with students, faculty, staff, and the public as outlined by Gordon’s Statement of Life and Conduct; and must work to advance Gordon’s mission through this position.
2. Foster community by showing the love of Christ to others, connect with employees outside of the department, participate in college wide events, respond quickly to colleagues and be open to collaborating with other departments to advance Gordon’s mission.
3. Be welcoming of all people, show hospitality and be quick to reconcile with others when conflicts arise.
4. Must possess well-developed skills in organization, verbal/written communications and time management. The ability to retain details and multitask while working in a fast-paced environment is a must.
5. Must demonstrate an understanding of the needs and interests of visiting prospective students and families.
6. Must demonstrate an ability to think creatively, problem solve and think outside the box.
7. An ability to both work independently and with a team.
8. Is able to work on multiple projects at once while meeting project deadlines.
9. A Bachelor’s degree or work equivalent is required.
10. Computer knowledge/skills required.

Position Code:  ADM-COM-1
Grade:  3
FLSA Status: Non-exempt