GORDON COLLEGE

Position Description

Title: Admissions Events and Hospitality Coordinator (full-time)

Function: Under the direction of the Director of Recruitment, the Admissions Events and Hospitality Coordinator will be responsible for developing and delivering campus admissions event programs to recruit new students to Gordon College.

Description of duties and Tasks:

1. Plan, coordinate and implement high-quality and effective on-campus and virtual recruitment and admissions events to meet enrollment goals.
2. Select dates for events, create engaging programming of interest to audience based on event, and assist with the overall communications strategy from invitation, confirmation, arrival and post event. Responds to emails and phone calls promptly or within 24 hours.
3. Serve as a liaison to the president’s office, faculty, staff, current students and other departments such as design, catering, physical plant, CTS, etc. Additional hours required (early mornings, evenings and some weekends).
4. Serve as primary contact for PlatformQ Conduit virtual event platform. Facilitate live and recorded virtual events, working with faculty, staff, and students to provide engaging and effective virtual experiences.
5. Identify and implement key strategies to encourage event registrations and meet event goals. This entails developing a highly flexible, creative, and compelling event plan for each season of the recruitment year and coordinates with other departments on campus.
6. Oversee event registrations/cancellations. Track event registrations and recommend strategies to increase attendance while also reporting large event visit numbers daily and all events on a monthly basis to supervisor.
7. Work directly with the Design Center to order event materials and giveaways. Initiate job requests in a timely manner and manages the process through completion. Store materials in the Frost basement; inventories and organizes materials.
8. Work collaboratively with Admissions Visit Coordinator to ensure full implementation of campus visit program:
   a. Serve as back-up to Admissions Visit Coordinator in hosting individual visitors and their families.
   b. Manage Saturday visit days and ensure adequate staffing.
   c. Asset Admissions Visit Coordinator with recruiting, hiring, and training student interns (lunch hosts, overnight hosts, transportation coordinator, and senior visit intern).
9. Assist with admissions interviews as needed.
10. Have a working knowledge of majors, programs and facts about the College and meet with prospective students and families on an as needed basis.
11. Other duties as assigned by the Director of Recruitment.
12. Maintain a professional image and manner consistent with Gordon’s mission and goals; maintain appropriate professional affiliations and memberships for the purpose of personal, professional and programmatic development.
**Required Knowledge, Skills and Abilities**

In order to fully perform the above functions, the incumbent 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 and Statement of Life and Conduct; 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. Must possess a desire make Gordon a place that welcomes people in to the community. In Admissions this includes practicing Christian hospitality, building relationships with prospective students and families, and connecting them to people and departments on campus that enable prospective students to see Gordon as their future home.

3. A Bachelor’s degree is preferred.

4. Experience in academic environment required.

5. Experience in program development or event planning preferred.

6. Ability to utilize technologies for communication, scheduling, teaching and promoting learning, and marketing and promotions with proven verbal and written communication skills.

7. Ability to relate effectively to students, faculty, staff, and alumni from diverse backgrounds.

8. Must be willing to work occasional evenings, weekends and peak times.

9. Possess well-developed skills in event planning.

10. Strong communication skills with the ability to write clearly and speak effectively in front of a large group.

11. Demonstrate a strong sense of customer service.

12. Demonstrate leadership and an ability to supervise a team of students.

13. Demonstrate creativity and an ability to understand the needs and interest of high school students and parents. Must exhibit the ability to coordinate with other departments/offices of the College and, therefore, must take initiative attaining knowledge of these offices and personnel.

14. Ability to carry out supervisory responsibilities in accordance with student employment’s policies and applicable laws.

15. Proficient in use of Microsoft Office applications and familiarity with a CRM system is preferred.

16. A valid driver’s license and the ability to complete travel assignments independently are required.

17. Understands the philosophies and objectives of the College especially as they related to admissions.

Position Code: 
Grade: 
FLSA Status: Exempt