

GORDON COLLEGE

Position Description

Job Title: Graduate Marketing and Events Coordinator

Function: Reports to the Vice President for Academic Initiatives, with significant collaboration with each graduate program director as well as with the Vice President for Marketing and his team. Coordinates as needed with VP of Enrollment and his team. This position is responsible for marketing plans and strategy to recruit students in graduate and adult-learner programs associated with Gordon's School of Graduate, Professional, and Extended Studies and other graduate programs or academic initiatives for non-traditional students. Primary emphasis is on increasing awareness of Gordon College graduate programs, developing a coordinated marketing strategy, and planning to generate leads and applications to meet each program's goals.

Essential Responsibilities:

Graduate, Professional, & Extended Studies Marketing and Communications

- Manage marketing strategy for a portfolio of programs, working closely with directors to develop and execute a strategic marketing plan, quantifying target audiences and related market research to attract qualified applicants to graduate, undergraduate online programs, and other academic initiatives for non-traditional students.
- Work independently and in coordination with the Design Center team to develop communication flows to targeted stakeholders, digital marketing and other outreach.
- Effectively utilize social media, webpages, and digital and traditional marketing methodologies to present calls to action to move prospective students through the program choice process.
- Leverage a CRM (such as Slate) to expedite communication between prospective students and program directors.
- Manage related marketing budgets for these programs.

Campus Logistics

- Manage all on-campus logistics for the Boston summer intensives of the M.A. in Leadership program and all future summer intensives for MSFA and adult-learner programs that require a residency component (i.e. housing, food service, one off-campus dinner, LaVida coordination, refreshments, etc.).
- Coordinate recruitment event details (pre-event, event day, and post-event details such as follow-up) within the budget.

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; 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. Ability to work successfully with a range of people including: faculty, administration, students, staff, etc.
3. Self-starter with management and detail orientation.
4. Strong verbal and written skills. Understanding of the basics of marketing strategy and research. Prior graduate marketing experience preferred but not required with comparable work experience.
5. Strong time management and ability to meet strict, frequent deadlines.
6. Strong computer proficiency, including a working knowledge of Microsoft Word/Excel. Basic graphic design skills and ability to create email content is a plus.
7. Ability to travel domestically and internationally, including having a valid passport.
8. Master's degree preferred.

Preferred Qualifications

1. Sales or marketing experience strongly preferred.
2. Job-related experience in higher education.

Position Code: PVS-GMEC-1

Grade: 4

FLSA Status: Exempt