GORDON COLLEGE

Position Description

Title: Graduate & Extended Studies Communications & Recruitment Coordinator

Function: Reporting to the Vice President of Academic Initiatives, with significant collaboration with the Vice President of Enrollment, and with members of the marketing team. This position is responsible for recruitment of students in graduate and adult-learner programs associated with Gordon’s Graduate, Professional, and Extended Studies programs. Emphasis will be placed on increasing awareness of Gordon College as a leader in Christ-centered graduate programs and increased course offerings for professionals seeking to complete their undergraduate degree. Additionally, this position is responsible for developing and implementing (along with College Creative) an effective marketing strategy for each of the programs in Gordon’s Graduate, Professional, and Extended Studies programs.

Description of Duties and Tasks:

Essential Responsibilities:

Communications
- Work independently and with the Design Center team to develop communication flows to targeted stakeholders such as students and organizational and corporate decision-makers.
- Effectively utilize social media, webpages, digital and traditional marketing methodologies to present calls to action to move prospective students through the college choice process.

Recruitment of Masters and adult learners
- Provide support of application review, recruitment travel, and the participation in on and off campus events.
- Represent Gordon’s Graduate, Professional, and Extended Studies programs at local, national and international recruitment events to identify and attract best-fit candidates for Gordon College.
- Counsel prospective students in person, via email, and phone inquiries regarding academic offerings and admission processes and conduct group presentations to recruit quality candidates to the college.
- Manage a portfolio of programs, working closely with academic program directors to attract top-quality applicants to Gordon College’s graduate and undergraduate online programs.
- Responsible for the timely and accurate evaluation of graduate program applicants using a digital-based application system.

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. Demonstrates a mature, growing relationship with Jesus Christ.
2. Must be committed to the mission and philosophies of Gordon College, including its Statement of Faith and Life and Conduct Statement.
3. Ability to work successfully with a range of people including: faculty, administration, students, staff, etc.
4. Self-starter with management and detail orientation.
5. Strong verbal and written skills.
6. Strong time management and ability to meet strict, frequent deadlines.
7. Strong computer proficiency, including a working knowledge of Microsoft Word/Excel.
8. Ability to travel domestically and internationally, including having a valid passport.
9. Master’s degree.

**Preferred Qualifications**

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

Position Code: DEV-GCRCO-1
Grade:
FLSA Status: Exempt