

Posted: 09/14/2020

Hourly range: \$15.38-\$17.30

Status: Non-Exempt, Part-time (20 hours per week)



The College of Idaho invites applications for an **Enrollment Communication and Design Specialist**. This position will be responsible for managing the implementation of the admission communication plans and carryout the campaign development and copywriting for admission materials; handle all admission email communications including campaign creation, population management, UTM tracking, and data analysis of all campaigns; and design, copywriting and fulfillment of all email, and print communications sent from the Admission Office to prospective students

### **Essential Functions**

- Oversee the creation and fulfillment of all Admission communication plans and campaigns.
- Serve as the primary copywriter for the Admission Office.
- Provide organizational and physical support for special events.
- Collaborate with the Enrollment Management and Marketing departments to create, execute and design the College's admission related marketing campaigns, which may include print pieces, digital ads, billboards, posters, email campaigns and miscellaneous graphics.
- Enter and maintain records of organizational datasets and student records as it pertains to mailings and campaigns.
- Serve as a Slate Superuser overseeing all communication modules within the CRM database.
- Assist Director of Operations and Enrollment Technology with additional projects as assigned.

### **Knowledge, Skills, and Abilities**

- Excellent communication skills, both oral and written, in English.
- Strong proofreading skills.
- Ability to adhere to deadlines, and to maintain a high level of quality under deadline pressure.
- Ability to enter information accurately and in a timely manner, and maintain confidentiality.
- Skills to handle concurrent tasks, which are time sensitive.
- Ability to follow through with tasks from start to finish.
- Excellent organizational skills, must be detail oriented and have the ability to multi-task.
- Must be self-motivated with the ability to work independently, as well as collaboratively in a team environment, while maintaining flexibility and a positive attitude.
- Strong interpersonal skills required.
- Ability to maintain a high level of customer service at all times.
- Must be articulate, high-energy and goal-oriented.
- Detail oriented while adhering to guidelines, performance standards and policies.
- Must possess a strong work ethic and unquestioned personal integrity.
- Willingness to work additional hours, including evenings and weekends for events, as needed.

### **Qualifications**

- Associates degree graphic design, computer science, communication, marketing or a related field **or** an equivalent combination of education and experience; Bachelor's degree preferred.
- Demonstrated understanding of customer relationship management (CRM) applications; experience with **Technolutions** Slate CRM preferred.
- Expertise and experience in the Adobe creative suite, specifically InDesign, Photoshop, Illustrator and Premiere Pro.

- Strong copywriting skills.
- Two (2) to three (3) years of professional graphic design experience including graphic design for marketing campaigns; Portfolio of published work, including advertisements, magazine work, web design projects and print/promotional materials.
- Experience with website content management and web design with an understanding of mobile optimization.
- Proficient in the use of Microsoft Suite, email and internet applications.
- Demonstrated success in a similar position in an academic or comparable setting preferred.
- Passionate about visual story-telling and sharing the exciting things happening at The College of Idaho.
- Understanding of accessibility standards.
- Must possess a current valid driver's license, be vehicle insurable with a good driving record in accordance with The College of Idaho's vehicle policy.

Candidates must be authorized to work in the United States as of the expected hire date and throughout the date of their employment without sponsorship from The College of Idaho.

Candidates meeting qualifications listed above should submit a cover letter addressing their qualifications for the position, a current résumé, and the names and contact information of three (3) references, two (2) management and one (1) professional to [hr@collegeofidaho.edu](mailto:hr@collegeofidaho.edu). Application review will begin immediately; applications will be accepted until suitable candidates are selected.

With over 125 years of history, The College of Idaho is a regional and national leader in higher education. The College of Idaho is an inclusive community of exceptional learning that challenges the ambitious and forges pathways to success and purpose. The College is located on a beautiful campus in Caldwell, a community of 54,600 located in Idaho's vibrant Treasure Valley. Campus is just 30 minutes from downtown Boise, a thriving capital city with a multitude of dining and entertainment options including the Idaho Shakespeare Festival, the Boise Philharmonic Orchestra, professional sports, and more. The area also offers world-class opportunities for hiking, camping, fishing, skiing, mountain biking and whitewater rafting. Our low cost of living, coupled with access to almost everything imaginable makes a great location to further your career path. At the College of Idaho, you are important and you can make a difference!

The College of Idaho is proud to be an equal opportunity employer. We are committed to attracting, retaining, and maximizing the performance of a diverse and inclusive workforce.