Position Title: Integrated Marketing and Communications Specialist  
Department: Undergraduate Admissions and Recruitment  
Reports To: Director of Undergraduate Admissions and Recruitment

The following statements are intended to describe the general nature and level of work to be performed and are not intended to be construed as an exhaustive list of all responsibilities, duties, and skills required of personnel so classified. All duties listed are essential functions for the position. It is understood that other related duties may be assigned.

**General Function (Description):**

Seeking a fast-paced, proactive, creative person with superior oral and written communication skills as well as excellent organizational abilities. The Specialist is responsible for the execution of communication strategies that increase public awareness, influence enrollment, and elevate the brand.

**Examples of Duties and Responsibilities:**

- Produce weekly Data Reports.
- Actively obtains market intelligence by monitoring program/project peers/competitors, conducting market research and evaluation as necessary, and sharing information with Director.
- Stay current with industry best practices, emerging technologies, and trends for reaching targeted audiences; share insights with internal and partner teams.
- In collaboration with the University Communications and brand team, creates and executes strategic marketing communications plans to drive recruitment, enrollment, and brand awareness of appropriate target markets.
- Builds and maintains collaborative relationships with internal and external stakeholders to increase program profile, reputation, visibility, and support.
- Builds relationships with appropriate communities, organizations, and employers that will result in program/project enhancement.
- Oversees key vendor relationships to ensure maximum performance from purchased services and to track effectiveness.
- Ensure the CRM system provides an effective communication flow with prospective students throughout the admissions funnel.
- Develop and deliver marketing messages that support recruitment and enrollment goals;
- Develop and implement marketing techniques through the CRM.
- Track marketing metrics and trends, such as conversion rates and web analytics.
- Troubleshoot technical issues as needed.
- Work closely with the Director of Admissions to provide guidance on how to maximize current and prospective relationships with CRM.

**Knowledge, Skills and Abilities:**

- Bachelor’s Degree  
- Higher Education administration with admission experience preferred  
- Five years of computer experience required including extensive report writing and Microsoft Office  
- 2-5 years experienced in a processing and operational environment  
- 1 year demonstrated proficiency with CRM required  
- Strong organizational and operational skills required  
- Strong managerial skills required with ability to work with diverse personalities and learning styles  
- Must be a self-starter  
- Effective decision-making and problem-solving skills
• Ability and flexibility to work in fast-paced demanding environment that is prone to frequent changes and regular interruptions

**Minimum Hiring Standards:**

<table>
<thead>
<tr>
<th>Education</th>
<th>Bachelor’s Degree</th>
</tr>
</thead>
<tbody>
<tr>
<td>Years of Experience</td>
<td>2-5 years higher education experience</td>
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<tr>
<td>Years of Management/Supervisor Experience</td>
<td>0</td>
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</tbody>
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