



CLARK ATLANTA UNIVERSITY

Job Description

Position Title:	Divisional Director for Events, Tours and Social Media
Division:	Enrollment Management and Student Life
Reports To:	Vice President for Enrollment Management and Student Life

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):

The Divisional Director of Events, Tours, and Social Media oversees the strategic planning, execution, and promotion of on-campus events, prospective student tours, and social media engagement. Additionally, the director is responsible for designing and implementing ongoing undergraduate and graduate events to enhance enrollment and student life. These events include, but are not limited to, new student orientations, Spring Fest, Homecoming, Olive Branch, Welcome Week, and other initiatives aimed at fostering a vibrant and engaging campus environment. This role is integral to attracting and connecting with potential students while enhancing the overall student experience. The director collaborates closely with marketing, admissions, and student engagement teams to drive enrollment and create a seamless, positive journey for prospective and current students.

Key Duties and Responsibilities:

- Event Planning & Management:**
- Lead the planning, coordination, and execution of a wide range of student-focused events, including but not limited to admissions events (open house, admit days, scholarship nights, targeted recruitment programs (males, middle school, etc.), orientations, welcome weeks, academic milestones, cultural and traditional celebrations, leadership development programs, and social gatherings.
 - Develop a comprehensive event calendar that aligns with the university's mission and supports key enrollment management and student life objectives.
 - Ensure all events are inclusive, accessible, and designed to engage diverse student populations.
 - Oversee event logistics, including venue selection, scheduling, catering, technical requirements, staffing, and budget management.
 - Collaborate with student organizations, academic departments, and other campus groups to organize and support events that foster community and student involvement.
- Social Media Strategy and Execution:**
- Develop and implement a strategic social media plan aligned with enrollment goals, utilizing platforms like Facebook, Instagram, Twitter, and TikTok.
 - Create compelling content including photos, videos, stories, and live streams showcasing campus life, student testimonials, academic programs, and events.
 - Engage with prospective students through comments, direct messages, and social media contests.
 - Monitor social media analytics to measure campaign performance and make adjustments as needed.

- Collaborate with the marketing and communications teams to create compelling content for promoting events, student success stories, and institutional programs.

Student Engagement:

- Develop targeted outreach and promotional campaigns to encourage attendance at events and participation in student organizations.
- Foster a sense of community and belonging by developing programs and events that are inclusive of all students, with a particular focus on underrepresented groups.
- Collect and analyze feedback from students to continuously improve event programming and communication initiatives.

Leadership & Team Management:

- Supervise and mentor a team of event planners and student workers.
- Provide leadership and guidance in developing innovative event concepts, communication strategies, and engagement initiatives.
- Ensure team members have the resources and training needed to excel in their roles and contribute to the department's success.

Budget and Resource Management:

- Develop and manage the budget for selected enrollment management and student life events ensuring efficient use of resources and alignment with departmental goals.
- Track expenses, manage contracts, and oversee financial reports related to events and communications initiatives.
- Seek sponsorships, partnerships, and external funding opportunities to support event initiatives.

Collaboration & Campus Partnerships:

- Work closely with student life, academic affairs, enrollment management, and other campus departments to align student life programming with institutional priorities.
- Build and maintain relationships with external partners, vendors, and sponsors to enhance event offerings and secure funding or in-kind support.
- Represent the department in cross-functional meetings and committees to ensure collaboration and alignment across campus.

Assessment & Reporting:

- Develop and implement systems for evaluating the effectiveness of events and communication strategies, including attendee surveys, engagement metrics, and qualitative feedback.
- Regularly report on key performance indicators (KPIs), such as event attendance, social media engagement, student satisfaction, and overall impact on retention and enrollment.
- Use data and feedback to make recommendations for improving future events and communication efforts.

Event Planning and Management:

- Develop and execute a comprehensive calendar of enrollment events (open houses, information sessions, scholarship events, new student orientation, spring fest, homecoming, olive branch, Tis the Season, Christmas Tree Lighting, etc.).
- Coordinate logistics including venue booking, catering, registration systems,

- promotional materials, and staffing.
 - Manage event budgets and track ROI.
 - Design engaging event agendas and presentations to showcase the university's academic programs and campus life.
- Campus Tour Management:**
- Train and oversee a team of student tour guides.
 - Develop engaging tour scripts and routes that highlight key features of the campus and academic departments.
 - Customize tours based on prospective student interests and needs.
 - Monitor tour feedback and implement improvements.

Qualifications and Competencies

Educational Background: Bachelors Degree is Public Relations, Business, Marketing or a degree which supports requirements of position

Professional Experience: Minimum of three years of leadership and administrative experience in higher education, with demonstrated success working with a diverse student population, particularly within a historically Black college or university.

Leadership Skills: Proven ability to exhibit effective leadership competencies, including strategic planning, communication, and team building.

Interpersonal Skills: Strong communication skills and the ability to foster a collaborative, inclusive, and positive university environment.

The ideal candidate will possess the vision, expertise, and commitment to enrich the student experience and advance the mission of the institution.

Minimum Hiring Standards:

Education	Bachelors Degree Required, Masters Preferred
Years of Experience	4 years of experience in Higher Education
Years of Management/Supervisor Experience	3years in a leadership and administrative position

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