Assistant Director Admissions-Communications

**Definition of Class**
This position is responsible coordinating the communication efforts for recruiting prospective undergraduate students. The incumbent creates content for a variety of communication platforms and utilizes communication and prospect management (CRM) software system. This position frequently exercises discretion and independent judgment in designing and creating content for recruitment materials; coordinating mass mailings, fielding questions and requests from prospective students, parents, alumni; planning and scheduling on-campus events, and developing long-range strategic plans for effective communication. This position reports to the Senior Associate Director of Admissions.

**Examples of Work Performed**
- Oversees the creation and development of recruitment materials to promote recruitment of prospective undergraduate students.
- Designs and updates recruitment materials, such as social media communication, newsletters, invitation letters, catalogs, brochures, view books, departmental flyers, and letters.
- Determines correspondence needs and evaluates quality of recruiting materials and communication/correspondence needs.
- Plans, coordinates and determines budget for events for prospective students, parents, faculty, alumni, and others.
- Provides information concerning admissions requirements, financial aid, courses of study and other facet of University life.
- Conducts presentations and on-campus interviews.
- Supervises operation of the Telecenter. Coordinates the call campaign schedule, hires and trains telecommunications, composes call scripts, creates call jobs and builds filters for call campaigns.
- Develops and manages calendar for mailing bulk recruiting materials and mailings.
- Determines required quantity of recruiting materials and maintains inventory of materials.
- Creates general correspondence and back-up support for campus visits.
- Develops long-range plan to effectively communicate with prospective students and others.
- Provides guidance and supervision to subordinate staff.
- Utilizes communication and prospect management system software (CRM) to build filters, create exports and manage duplicates, etc.
- Prepares reports and analyzes data for targeting communication and marketing efforts.
- Performs related or similar duties as required or assigned.
**Essential Functions**  
These essential functions include, but are not limited to, the following. Additional essential functions may be identified and included by the hiring Department.

1. Coordinates communication efforts for recruiting prospective undergraduate students.
2. Oversees various aspects of the communications and prospect management software systems.
3. Supervises operation of the Telecenter.
4. Coordinates and participates in recruitment events.

**Minimum Qualifications**  
These minimum qualifications have been agreed upon by Subject Matter Experts (SMEs) in this job class and are based upon a job analysis and the essential functions. However, if a candidate believes he/she is qualified for the job although he/she does not have the minimum qualifications set forth below, he/she may request special consideration through substitution of related education and experience, demonstrating the ability to perform the essential functions of the position. Any request to substitute related education or experience for minimum qualifications must be addressed to the University of Mississippi’s Department of Human Resources in writing, identifying the related education and experience which demonstrates the candidate's ability to perform all essential functions of the position.

**Physical Requirements:** These physical requirements are not exhaustive, and additional job related physical requirements may be added to these by individual agencies on an as needed basis. Corrective devices may be used to meet physical requirements.

- **Physical Exertion:** The incumbent may be required to lift up to approximately 10 pounds.
- **Vision:** Requirements of this job include close vision and color vision.
- **Speaking/Hearing:** Ability to give and receive information through speaking and listening.
- **Motor Coordination:** While performing the duties of this job, the incumbent is frequently required to sit; and use hands to finger, handle or feel objects, tools or controls. The incumbent is occasionally required to stand; walk; and reach with hands and arms.

**Experience/Educational Requirements:**

- **Education:**
  A Bachelor’s Degree in Marketing, Communications, Journalism, English, Education, or related field from an accredited college or university.
  
  AND

- **Experience:**
  Two (2) years of experience related to the above described duties.

- **Licensure:**
  Must have a valid driver’s license upon employment and a State of Mississippi driver’s license within (30) days of employment.

**Substitution Statement:** Related experience may be substituted for education, on a basis set forth and approved by the Department of Human Resources.

**Interview Requirements**

Any candidate who is called for an interview must notify the Department of Human Resources in writing of any reasonable accommodation needed prior to the date of the interview.

Rev. 01/14/2016

The University of Mississippi is an EOE/AA/Minorities/Females/Vet/Disability/Sexual Orientation/Gender Identity/Title VI/Title VII/Title IX/504/ADA/ADEA employer. The University complies with all applicable laws regarding equal opportunity and affirmative action and does not unlawfully discriminate against any employee or applicant for employment based upon race, color, gender, sex, sexual orientation, gender identity or expression, religion, national origin, age, disability, veteran status, or genetic information. The University of Mississippi is an “at will” employer. This job description does not constitute an employment contract or negate “at will” employment.