Job Title: Coordinator for Undergraduate Admissions Marketing

Job ID: 25662

Location: College of Staten Island

Full/Part Time: Full-Time

Regular/Temporary: Regular

POSITION DETAILS

The College of Staten Island (CSI) is a City University of New York (CUNY) senior College organized around two academic divisions and three schools, with over 10,000 students. CSI offers a broad range of academic programs in the liberal arts and sciences, and in several professional areas. The College awards associate’s, bachelor’s, master’s and clinical doctoral degrees, and in collaboration with The CUNY Graduate Center, numerous Ph.D. degrees. CSI’s internationally recognized faculty passionately engage in scholarly and artistic activities, and together with a strong professional staff, lead students through transformational learning experiences both inside and outside of the classroom. The College is situated on a 204-acre site, has recently incorporated a residential component, and is currently engaging in capital expansion. It is a hub of intellectual and artistic activity and a community partner and source of economic impact and job creation for the greater Staten Island area.

The College's faculty, administration, and staff are committed to educational excellence as they instill in students an enduring love of learning and respect for pluralism and diversity. The College community recognizes its responsibility to strive for the common good, including an informed appreciation for the interdependence of all people, as well as providing students with the opportunities for successful future careers.

Reporting to the Admissions Manager for Information Technology, the Coordinator for Undergraduate Admissions Marketing will serve as an admissions recruiter, advisor and coordinator specializing in the admissions marketing and communication needs of the college through a variety of mediums including web, print, electronic news, and social media, in order to achieve new student enrollment goals. Responsibilities include:

- Helps develop marketing strategies and plans that advance CSI and drive increased engagement with current and prospective families.
- Plans for and helps deploy digital marketing activities that include website management, email marketing strategies, social media development, mobile advertising and digital content production.
- Coordinates with fellow staff members, administrators, faculty, and key personnel to oversee the production of various marketing materials and digital campaigns.
- Tracks, analyzes, and reports on web traffic statistics and reviews content effectiveness.
- Keeps up to date with new, rapidly changing internet technologies and recommends improvements.
- Creates content and helps maintain the school’s presence on social media platforms such as Facebook, LinkedIn, Twitter, YouTube and Instagram.
- Serves as a liaison with Design Services.
- In collaboration with the recruitment team, designs strategies and implements concrete plans to increase student applications and maintains prospective student and family interest.
- Manages an assigned geographical recruitment territory and serves as a primary contact and enrollment advisor for college advisors (high school guidance counselors), prospective students, applicants and newly admitted students.
- Assists in giving campus tours, information sessions, virtual presentations, open houses and other admissions events.
- Attends off-campus events such as college fairs, high school visits and presentations.

QUALIFICATIONS
Bachelor's Degree required.

Preferred qualifications include:

- Experience using PeopleSoft, Campus Management Connect or other standard higher education industry student records, admissions and/or recruiting systems.
- Two years' related experience
- Ideal candidate will have excellent written, verbal communication and presentation skills as well as strong multi-tasking skills.
- Proficient in Microsoft Office (Word, Excel, Access and PowerPoint).

CUNY TITLE OVERVIEW

Coordinates efforts of admissions and/or enrollment offices.

- Coordinates workshops, intake screenings, interviews and orientations for new students
- Counsels prospective applicants on requirements and standards and provides general information on programs and services in person or by telephone, e-mail or letter; conducts follow up as needed
- Assists in conducting open house sessions and orientations, including group sessions and programs at high schools and in the community at large
- Assists with day-to-day administration and an admissions or enrollment office, including scheduling and preparing and distributing materials
- Represents the Admission Office to the college's internal and external communities as directed
- Maintains and updates program databases, lists and files to ensure completeness and accuracy
- Performs related duties as assigned.

Job Title Name: Admissions Coordinator

CUNY TITLE

Assistant to HEO

FLSA

Non-exempt

COMPENSATION AND BENEFITS

$44,411 - $62,689

Salary commensurate with education and experience.

CUNY’s benefits contribute significantly to total compensation, supporting health and wellness,
financial well-being, and professional development. We offer a range of health plans, competitive retirement/pension benefits and savings plans, tuition waivers for CUNY graduate study and generous paid time off. Our staff also benefits from the extensive academic, arts, and athletic programs on our campuses and the opportunity to participate in a lively, diverse academic community in one of the greatest cities in the world.

HOW TO APPLY

To apply, please visit http://cuny.jobs/ and enter the Job ID# in the “What” section field. Candidates must attach a resume, cover letter, and three professional references (name, title, organization, and contact information) as one file.

**Candidates will be required to provide proof of being fully vaccinated against COVID-19 upon commencing employment. Exemption (medical or religious) requests to this requirement will be considered in accordance with applicable law. Being fully vaccinated is defined for this purpose as being at least two weeks past their final dose of an authorized COVID-19 vaccine regimen. Final candidates must be fully vaccinated as of their first day of employment.

**Until further notice, this is a hybrid position, eligible to work remotely and work in the office. All CUNY employees must reside within a commutable distance to the tri-state area.

CLOSING DATE

November 30, 2022

JOB SEARCH CATEGORY

CUNY Job Posting: Managerial/Professional

EQUAL EMPLOYMENT OPPORTUNITY

CUNY encourages people with disabilities, minorities, veterans and women to apply. At CUNY, Italian Americans are also included among our protected groups. Applicants and employees will not be discriminated against on the basis of any legally protected category, including sexual orientation or gender identity. EEO/AA/Vet/Disability Employer.