

Job Title: Non-Teaching Adjunct – Recruitment and Admissions

Functional Title: Project Coordinator

Location: College of Staten Island

Full/Part Time: Part-Time

The Recruitment and Admissions Office at College of Staten Island invites applications for non-teaching adjunct lecturers to serve as a Project Coordinator.

Reporting to the Associate Director for Information Technology, the Project Coordinator is involved in all facets of the marketing, recruitment and admissions processes. Responsibilities involve coordinating internal projects related to communications, marketing and recruitment, which include:

- As a member of the Communications Committee, alongside the Assistant Vice President of Enrollment Management/Dean of Admissions, Director of Recruitment and Admissions, and other stakeholders, develops a comprehensive communication plan for students at every level of the admissions pipeline, consistent with the College's Mission and achieving enrollment targets
- Managing targeted communication plans to prospective students, parents, and counselors, and composing electronic mass communications deployed via our Customer Relations Management (CRM) marketing software, which is currently Campus Management's Connect
- Develop the marketing plan for a Fall Campaign and create the communication templates for prospective students, extending our contact beyond the initial prospect plan
- Create all ad-hoc email templates for special Promotions, Information Sessions, and Events
- Use CRM to maintain and update a Virtual Advisor, and to update and revamp the students' personalized VIP webpages
- Edit and maintain the Domestic and International High School Counselor Plans and databases for each new school year
- Monitor the CRM and other related databases, assisting with content management and system updates, and generating appropriate reports
- Assist the Associate Director for Information Technology in the deployment and

scheduling of admitted student communications, including importing segmented group data and contact information into an additional CRM, MailChimp, to increase email coverage

- Assist in the processing of the Admitted Student Recommendation File provided by CUNY Central, including updating Academic Plans for students to facilitate correct communications
- Prepare communication templates and develop database filters for Division, School, major, etc. for admitted students in the upcoming admissions cycle
- Assist with continual data cleansing (aggregating, formatting, and deduping) and importing of purchased lists of potential leads, such as the PSAT and Carnegie lists
- Assist with copywriting, development, and creation of web and print advertising, promotions, and collateral
- Assist with the details of planning special events, including Open Houses and receptions for newly admitted students
- Assist with occasional on-campus events as needed
- Update on a yearly basis a communication plan book
- Performing other related duties as assigned

## **QUALIFICATIONS**

Bachelor's Degree required

## **PREFERRED QUALIFICATIONS**

- Two years related experience
- Master's degree
- Ideal candidate will have excellent written and verbal communication skills, Information systems, CRM or database management experience
- Proficient in Microsoft 365 (Teams, Word, Excel, Access and PowerPoint)
- Strong multi-tasking skills, organizational and interpersonal skills essential

## **COMPENSATION**

\$51.94hr

\*Rates will be adjusted by 3.5% effective 9/1/26, in accordance with the terms of the PSC-CUNY collective bargaining agreement.

**HOW TO APPLY**

To apply, please send your resume/CV and the name and contact information of two references to Emmanuel Esperance, Jr.: [emmanuel.esperance@csi.cuny.edu](mailto:emmanuel.esperance@csi.cuny.edu). Please include the subject line "Project Coordinator Non-Teaching Adjunct Position" in all email correspondence.

**CLOSING DATE**

Open until filled

**JOB SEARCH CATEGORY**

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