



RHODE ISLAND COLLEGE JOB DESCRIPTION

Position classification: PSA Date created or revised: 3/15/2023 Exempt/Non-Exempt Status: Exempt Responsible individual: Yes Campus Security Authority: No
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Title: Enrollment Management CRM Specialist Advisor
Status: Full-time, Calendar Year Appointment, Non-standard hours, evenings and weekends
Grade: 10
Union Affiliation: PSA@RIC
Reports To: Dean of Enrollment Management

PRIMARY PURPOSE:

Support the ongoing implementation and project management of the Constituent Relationship Management (CRM) system (currently Salesforce), which serves as the primary communication and marketing engine for Undergraduate Admissions and Enrollment Management, Responsible for development, execution, and analysis of communication campaigns. Assist with the implementation of marketing and communications strategies for print, web, email and SMS communication. Develop, implement, and manage communication calendar. Support a full range of enrollment activities including new student recruitment, retention, and on-and-off campus event programming.

DESCRIPTION OF DUTIES AND RESPONSIBILITIES:

Essential Job Functions:

- Develop a working knowledge and remain current on all College recruitment messages, facts, and policies.
- Support communication and marketing technology associated with electronic messaging.
- Work with leadership to implement software to assist in recruitment, yield, and communication with prospective students, returning students and other audiences (families, guidance counselors, etc.)
- Execute email and SMS communication utilizing the CRM.
- Generate and update content for all admission online portals.
- Keep enrollment web content current and make recommendations for updates.
- Assist with writing and editing content for publications as well as electronic communication streams using the CRM.
- Assist with creating and maintaining a strong social media presence.
- Generate reporting and analysis to measure the effectiveness of all initiated communication campaigns.
- Manage the creation, implementation, and associated communication support for enrollment events in conjunction with team leaders.
- Collaborate with other administrative offices, academic departments, committees and College personnel to effectively support student recruitment and enrollment – specifically Communications and Marketing.

Occasional Job Functions:

- Attend professional development workshops and conferences when required.
- Participate in recruitment travel.

- Participate in evening and weekend events.
- Perform other duties and responsibilities as assigned by the Dean of Enrollment Management.

REQUIRED QUALIFICATION STANDARDS:

Education:

Bachelor's degree.

Experience:

- Demonstrated experience working with a CRM or marketing automation platform.
- Demonstrated experience developing and executing complex print and electronic communication campaigns.
- Demonstrated experience serving on a CRM project team (i.e., implementation, ongoing enhancements, customizations, etc.).

Skills, Knowledge and Abilities:

- Must have demonstrated public relations skills and the ability to work independently and as part of a team.
- Excellent oral and written communication skills are required and candidates must demonstrate acute attention to detail, strong organization and problem-solving abilities.
- Flexibility, dedication, initiative, confidentiality, and the ability to learn are expected.
- Demonstrated ability to organize work assignments for timely completion.
- Willingness to work non-standard hours, including some evenings and weekends.
- Ability to travel in-state and out-of-state evenings and weekends.
- Demonstrated ability to prepare and deliver presentations before small, medium, and large groups, and demonstrated ability to work with diverse groups/populations.

PREFERRED:

- Master's degree.
- Experience in a competitive admission setting or equivalent experience in an email/SMS marketing role.
- Demonstrated experience working with Salesforce, Marketing Cloud, and Pardot
- Demonstrated experience creating content and managing social media platforms.
- Bilingual in English/Spanish (fluent in speaking and writing).

ENVIRONMENTAL CONDITIONS:

- The incumbent is not substantially exposed to adverse environmental conditions.
- Frequent lifting of boxes of informational material weighing approximately 35 pounds each.

The College requires that all applicants and employees be able to perform the essential functions of the job and will explore reasonable accommodations for individuals with disabilities.

As an Affirmative Action/Equal Opportunity institution that values and is committed to inclusion and expanding the diversity of its faculty and staff, the College invites members of protected classes, including minorities and persons with disabilities, to identify themselves as such at the time of application.