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**JOB POSTING
OFFICE OF HUMAN RESOURCES
December 20, 2022**

POSITION: Director of Enrollment Marketing

DEPARTMENT: Marketing and Communications

REPORTS TO: Vice President of Marketing and Communications

DIVISION: Marketing and Communications

HOURS: Exempt, Full-Time

NOTE: This position will generally be expected to work Monday through Friday, 8:30 a.m. - 4:30 p.m. However, hybrid/remote/flexible work may be available. As a member of our exempt work force there could be occasions when a commitment beyond the normal workweek may be required.

DESCRIPTION: Reporting to the Vice President of Marketing and Communications, the director of enrollment marketing builds brand awareness and generates admissions leads to meet Northeast College's academic enrollment goals. The director oversees the College's paid digital advertising strategy across all digital channels and develops and executes integrated admissions marketing plans that successfully impact prospective students and their influencers.

The director of enrollment marketing has a strong understanding of strategic multi-channel marketing and integrated communications, with experience in planning, implementing, and evaluating successful marketing initiatives. The director uses data to drive action, considering factors such as College analytics, audience demand, industry trends and best practices, and market research to enact tactics that generate high-quality, high-value leads and drive the College's overall enrollment.

DUTIES & RESPONSIBILITIES:

1. Develop and execute integrated admissions marketing plans to generate quality leads and meet lead goals.
2. Manage implementation of paid digital advertising strategy, serving as central point of contact and communications for Northeast's digital advertising agency and other freelance partners.
3. Oversee SEO and email marketing communication flows, while ensuring adherence to best practices.
4. Collaborate closely with the Office of Admissions to create enrollment-focused marketing collateral and communications – including print and digital, targeted email campaigns, social media campaigns and institutional brand-building materials – in support of program recruitment.
5. Partner closely with CRM manager to identify critical data points, generate reports, monitor and analyze data.

6. Track and report on market and competition trends, audience demographics, campaign and asset performance, and emerging technologies to make timely, informed recommendations and decisions.
7. Exercise project management skills and maintain admissions marketing editorial calendar.
8. Create and share regular comparative reports on admissions marketing activities.
9. Work with vice president of marketing & communications to ensure maximization of available marketing budget.
10. Undertake special projects as assigned.
11. Participate in College committees.
12. Engage in professional development activities.

METHODS OF ACCOUNTABILITY:

1. Verbal and written communications with the vice president of marketing and communications.
2. Creation and fulfillment of admissions marketing plans and tactics.
3. Success in meeting established lead generation goals.
4. Verbal and written feedback from faculty, staff, and students, as well as other College stakeholders.
5. Strong collaboration with the Office of Admissions.
6. Positive working relationships with colleagues.
7. Compliance with College policies and procedures.
8. Performance evaluations by the vice president of marketing and communications.

QUALIFICATIONS:

1. Bachelor's degree required (marketing, communications, sales, business, or related field); Master's degree preferred.
2. Five or more years of progressively responsible experience in higher education enrollment/recruitment marketing and communications.
3. Experience generating leads and reaching targeted audiences via paid digital media, traditional media, SEO and email marketing.
4. Experience identifying and using relevant data to drive decisions.
5. Supervisory experience.
6. Excellent interpersonal, organizational, analytical and communication skills.
7. Basic proficiency in computer use, Microsoft Office programs, CRM (Slate preferred).
8. Ability to manage a fast-paced, multi-task work environment.
9. Valid driver's license due to travel requirements.

NOTE: Due to the driving/ travel requirements, this position is subject to the College's Motor Vehicle Use Policy and the employee will be required to sign a release for a Motor Vehicle Report upon hire. This release will remain in effect through the duration of employment unless revoked in writing. Motor Vehicle Report checks are conducted annually by the College.

If you are interested in applying for this position; please submit a cover letter of interest, resume and contact information for three professional references to: the Office of Human Resources, 2360 State Route 89, Seneca Falls, NY 13148, or e-mail your response to: humanresources@northeastcollege.edu

** Employment is subject to the favorable result of a background investigation and where applicable, confirmation of appropriate degrees and credentialing.*

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conditions (or any other protected status) in its educational programs, financial aid, activities, admissions and employment practices.