

JOB INFORMATION

Effective Date	10/11/2021
Job Code:	2858
Job Title:	Associate Director, Enrollment Communications
Salary Grade/Structure:	040 - Admin-Professional
Career Level Name:	
FLSA Name:	Exempt
EEO Code:	10-Exec, Admin, Mgmt
Job Function:	Enrollment Management
Job Family:	Enrollment Management
Job Summary	The Associate Director of Enrollment Communications is principally responsible for the development and execution of messaging for various target audiences. Participates in the development and implementation of recruitment and enrollment communications strategies. Overseas the execution of the strategic integrated communications plans for the different offices of the Division of Enrollment Management.

COMPETENCIES

Competencies

Please refer to the [UHCL Human Resources webpage](#) for UHCL core competencies for all eligible job levels.

QUALIFICATIONS

Education

Education Level	Education Details	Required/ Preferred	
Bachelor's Degree	from regionally accredited institution	Required	
Bachelor's Degree	in Communications, Marketing or related field	Preferred	

Work Experience

Experience	Experience Details	Required/ Preferred	
Some	years of marketing and communications related experience including experience with social media platform	Required	
Less than 3 yrs	of supervisory experience	Required	
Less than 3 yrs	Experience with college recruitment, marketing and admissions. Knowledge of web content management systems. Knowledge and use of CRM software/products. Familiarity with PeopleSoft	Preferred	

Licenses and Certifications

Licenses/Certifications	Licenses/Certification Details	Time Frame	Required/Preferred
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Knowledge, Skills and Abilities

KSAs	Proficiency
• Attention to detail and strong problem solving skills are essential.	Skilled
• Strong communication skills (verbal and written) including the ability to write copy for letters and marketing materials. Vibrant personality.	Proficient
• Ability to manage multiple projects and priorities in an effective and efficient manner.	Skilled
• Ability to work under pressure and meet priority deadlines.	Skilled
• Ability to work with different personalities and lead a team towards desired outcomes and goals.	Skilled
• Must be a self-starter, motivated and positive thinker.	Skilled
• Previous experience with college student information systems.	Skilled
• Ability to implement marketing and/or recruiting strategies to develop best practices. using social media outlets for targeted populations.	Skilled

JOB RESPONSIBILITIES

Campus Security Authority

Remote Work Capable

Essential Functions

Essential Function	% TIME
• Responsible for the development and execution of the messaging for various target audience, including the supervision of the division's copywriter. Responsible for integrated communication planning and execution.	45%
• Responsible for reviewing automated communications to ensure currency of information and make adjustments in a timely fashion as needed. Responsible for conducting regular audits to ensure communications are functioning properly and audits to ensure the relevancy of information.	15%
• Responsible for coordinating the collaborations among a team of EM colleagues to produce, process and execute the recruitment and enrollment communications. Works collaboratively with the Office of communications and marketing agency as needed.	20%
• Responsible for the development and execution of the social media recruitment and enrollment campaigns for the Division of Enrollment Management.	25%

PRE-EMPLOYMENT

MVR:	Yes
Criminal History:	Yes
Physical Exam:	No
Hearing Exam:	No
Pulmonary Function Test:	No

PHYSICAL DEMANDS/WORKING CONDITIONS

Office and Administrative Support

Physical Demands

Physical Demand	N/A	Rarely	Occasionally	Frequently	Constantly	Weight
Standing			X			
Walking			X			
Sitting					X	
Lifting		X				
Carrying		X				
Pushing		X				
Pulling		X				
Climbing		X				
Balancing		X				
Stooping		X				
Kneeling		X				
Crouching		X				
Crawling		X				
Reaching		X				
Handling			X			
Grasping			X			
Feeling		X				
Talking					X	
Hearing					X	
Repetitive Motions				X		
Eye/Hand/Foot Coordination				X		

Working Environment

Working Condition	N/A	Rarely	Occasionally	Frequently	Constantly
Extreme cold		X			
Extreme heat		X			
Humidity		X			
Wet		X			
Noise			X		
Hazards		X			
Temperature Change		X			
Atmospheric Conditions		X			
Vibration		X			

Travel Requirements

Estimated Amount	Brief Description