

**Northern Seminary**  
**Position Description – February 2019**  
**Title: Enrollment/Marketing Coordinator**  
**Department: Enrollment Management**  
**FLSA Status: Full Time**

## **SUMMARY**

Enrollment & Marketing Coordinator is to engage prospective students, establish recruiting and marketing opportunities in cooperation with the seminary's Enrollment strategic plan. To manage and implement marketing initiatives, strategies and processes for the purpose of meeting institutional enrollment goals for all academic programs of the Seminary.

## **DUTIES AND RESPONSIBILITIES**

### **A. Recruitment**

- Working with Prospective Students.
- Processing Applicant files and follow up.
- Recruiting prospective students for all MA and Doctorate programs.
- Closing applicants who are approaching their decision to study with Northern
- Alumni Relations (as it pertains to enrollment). Creating opportunities for alumni to assist enrollment in recruiting.
- Creating and managing current student recruitment/referral program.
- Managing Populi online inquiries & requests.
- Travel required.

### **B. Marketing**

- Collaborate with Enrollment Director to develop integrated marketing strategies and materials for all programs.
- Expand the social media platforms including Facebook, Twitter, Instagram, Vimeo, Flickr, LinkedIn, etc
- Research and implement new target markets for promotion, marketing and brand awareness
- Implement and manage all marketing for local seminary events and initiatives.
- Coordinate technology, videography, and photography needs.
- Help coordinate marketing events via podcasts, Facebook live and webinars.
- In collaboration with the Enrollment Director, establish and develop metrics by which success of travel events can be measured

### **C. Administrative**

- Verify personal information on the applications placed in Populi
- Manage initial inquiries from prospects and correspond with future students
- Follow up on past applicants
- Managing and updating Enrollment web content

### **Indirect Responsibilities**

- Generate new opportunities for increased prospects through referrals and leads in cooperation with the Northern Seminary enrollment office
- Serves on committees to coordinate with various events related to academics and student services
- Assist with commencement and Founders Day
- Answer main phone line of incoming calls to the Seminary
- Cover Front Desk
- Assist with the preparations for New Student Orientation at the beginning of each term
- Other duties as assigned

### **Core Competencies**

- **Agreement.** Complies with the Seminary Faith and Community Standard statements.
- **Interpersonal Relationships.** Promotes harmony and cooperation within working relationships; receives and makes assignments well; effectively addresses and resolves conflicts with others
- **Initiative and Self-Reliance.** Takes action without direction; uses sound judgment in decision making; looks for new and better ways to accomplish goals
- **Trust and Integrity.** Is widely trusted; seen as direct and truthful; keeps confidences; admits mistakes; adheres to an appropriate and effective set of core values; practices what he or she preaches
- **Compliance.** Complies with all federal guidelines related to FERPA and Higher Education
- **Communication.** Excellent written and oral communication skills
- **Technology.** Technologically fluent and able to use Raiser's Edge or similar database
- **Teamwork.** Comfortable working in a team environment

### **Qualifications**

A minimum of two (2) years of marketing, advertising, communications experience preferred.

### **Education and Work Experience:**

Experience in database management, enrollment office management, or a related field required. Excellent verbal and written communication skills, organizational skills, self-motivation, accountability, and evaluation are also essential.

### **Working Conditions**

- Staff meetings are monthly.
- Office environment – ability to work in a fast paced and stressful environment
- Use of computer – must be able to use computer and interface with technology at a desk and via mobile technology.
- Must be able to lift more than 35 pounds and set up a “convention style” booth.
- Must provide own form of transportation

**Equal Opportunity Employer/Statement of Faith:**

- Northern Seminary is an equal opportunity employer and welcomes applications from diverse candidates.
- Northern Seminary seeks candidates who are dedicated followers of Christ, have a sincere desire to be an integral part of the mission of the Seminary, and demonstrated commitment to Northern's statement of faith and standard of conduct.

Applicants should email a cover letter and resume, describing the candidate's experience as relevant to the position. Applications will be reviewed on a rolling basis and will continue until the position is filled.

Northern's vision is to lead the church and engage the world by providing sustainable facilities, training successful students and strengthening churches.

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