

# UNIVERSITY OF DALLAS

Job Number: 12679UD

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## Marketing & Communications Manager – Undergraduate Admissions

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### WHO WE ARE

The University of Dallas (UD) is a Catholic liberal arts university known for its excellence in academics. We have consistently ranked as one of the top regional universities in the country, holding a place on both U.S. News & World Report's list of the Best Regional Universities (West) and Forbes' Best Value Colleges. We are dedicated to and guided by our [Mission](#) and thrive on professional development, a family-oriented environment, our rich traditions, and exceptional employee benefits.

### JOB DESCRIPTION

UD is currently seeking a Marketing and Communications Manager to coordinate all marketing, e-communication, advertising, and website initiatives for the Office of Undergraduate Admission. The MarComm Manager will write and edit new and/or existing marketing material. They will also manage undergraduate admission webpages and implement recruitment communication flow. This individual will also coordinate the design and printing of all marketing materials. Additionally, they will manage Undergraduate Admission social media accounts.

### PRIMARY RESPONSIBILITIES

- Develop and implement a strategic communication flow (both print and e-communications) for prospective students, with input and approval from the Assistant Vice President of Enrollment and Director of Undergraduate Admission.
- Write text for undergraduate admission marketing pieces, both print materials and e-communications. Develop new campaigns/content.
- Create e-communication templates; develop, schedule, and send e-communications to prospective students.
- Inform and approve the graphic development of marketing pieces with the Office of Advancement.
- Work closely with vendors to manage the delivery of marketing pieces.
- Maintain inventory of marketing materials.
- Manage the tracking of communication flow in the admission office Customer Relationship Management tool (Slate).
- Update the admission pages of the University of Dallas website.
- Coordinate media and public relations initiatives.
- Manage advertising program, including writing text and working closely with the Office of Advancement to design advertisements.

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- Provide marketing support to the Summer Programs Office, including sending regular e-communications to prospective students, developing print materials, and marketing the program to appropriate constituencies.
- Provide editing and writing support to admission office marketing consultants.
- Maintain careful records regarding printing and postal expenditures; assist in establishing a realistic budget each year for these items.
- Manage Undergraduate Admission Facebook, Twitter, and Instagram accounts. Work with the Office of Advancement to ensure coordination with the overall university social media strategy.
- Manage budget for the purchase of marketing pieces, giveaways, UD branded items for visitors, etc.
- Stay up to date with higher ed marketing best practices and new initiatives through participation in conferences, professional affinity groups, etc. Change/update UD practices when necessary; provide strategic guidance and input for admissions marketing.
- Other duties as assigned to ensure the efficient and effective operation of the department.

## MINIMUM REQUIREMENTS

- Bachelor's degree from an accredited university.
- Two (2) or more years of experience in non-profit marketing or related field.
- Proficiency with Omni Update or comparable website platform.
- Knowledge of AP Style.
- Proficiency in MS Office Systems required (e.g., Word, Excel, PowerPoint)

## PREFERRED QUALIFICATIONS:

- Experience with university administrative database preferred (e.g., Slate, Banner).

## ADDITIONAL INFORMATION

- Supervise, train, mentor, and evaluate the work of one or more part-time marketing interns.
- The position requires the ability to work evenings, partial weekends, and campus visit programs as needed for success.
- Ability to learn and use complex relational databases in the routine performance of daily job functions.
- Ability to develop, collect, analyze, and interpret data used for student recruitment.

## BENEFITS

UD provides competitive pay and benefits, including eligibility to participate in medical, dental, life, and disability insurance; employee events; a health and wellness program; a free fitness

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center; competitive leave programs; tuition benefits for employees and their families; and matching retirement plan contributions.

If this sounds like the job for you, apply online at: <https://hr.udallas.edu/apply/>

**The University of Dallas seeks to recruit, develop, and retain faculty, staff and administration of the highest caliber.**

**The University is an Equal Opportunity Employer, and encourages applications from female and minority candidates and others who will enhance our community and advance our Mission.**