



Job Description

Job Title: Student Relations Coordinator		
Division/Department: Admissions, # 110	Location: Main Campus	
Reports to: Director of Admissions		
Position Type: <input type="checkbox"/> Full-time <input checked="" type="checkbox"/> Part-time <input type="checkbox"/> Student Worker	FLSA Status: <input type="checkbox"/> Exempt <input checked="" type="checkbox"/> Non-Exempt	Hours worked Per Week: Approximately 29

**POSITION SUMMARY:**

The Student Care Coordinator will be responsible for planning, developing, coordinating and managing on-campus and off-campus events and hospitality in support of the Office of Undergraduate Admissions for our College of Arts & Sciences (CAS). Furthermore, S/he will be responsible to assess, execute, and improve all communication plans with our prospective students – these are managed through our Customer Relationship Management System (CRM) and include mailings, email, phone, text, video interfaces, etc. S/he will work closely with on campus and off-campus constituents including other campus departments, faculty, vendors and caterers to execute high quality programming. The incumbent will also be responsible for reporting on event attendance; will help calculate the effectiveness and return on investment of our CAS admissions events; and will manage the check-in, registration, volunteers, décor, and organizing process for all campus events to ensure strong communication prior to arrival and to coordinate post-visit communications. Essential duties include, but are not limited to:

**ESSENTIAL DUTIES AND RESPONSIBILITIES:**

- Manage on-campus events for first-year, transfer, concurrent, and international prospective students including but not limited to: Daily Campus Visits, MACU Live, Evangel/Enrollment Days, Evangel Experience, MACU MASH (Preview Weekend), MASH Jr. (Junior Visit Days), MACU Scholarship Competition, and any other information sessions;
- Create and coordinate receptions and training events for high school guidance counselors and community college personnel;
- Work with on-campus and off-campus caterers and event supply vendors to ensure successful event execution;
- Collaborate with the Enrollment Services Marketing team to ensure event collateral is created in a timely and professional manner;
- Create, track and maintain accurate event registration information utilizing our Salesforce Customer Relationship Management (CRM) software;
- Process and execute purchase orders and check requisitions for event purchases for our department; order event supplies; review monthly credit card statements and ensure all back-up documentation associated with expenses are collected and filed; research discrepancies when necessary;
- Enter requisitions to Admissions Expense Report and manage purchase orders and journal entries; submit event invoices and reimbursements for vendors to meet required deadlines;
- Serve as department liaison with campus scheduling offices securing space reservations for the event and set up needs for special accommodations for guests; utilize university event scheduling system and review MACU's and other campus department's event planning process and expectations;
- Assist with event programming, including audience development and speaking programs;
- Create and assist with staffing plans for events;
- Assist with the development and tracking of surveys to measure event success;
- Serve as back-up for inputting time and attendance for the staff;
- Supervise and manage the student staff that contribute to our efforts. For this position it includes: Event Planning Interns and Administrative Office Assistants. This would also include the recruitment, training, and supervising of our Student Ambassadors that volunteer for our events.
- Administrative duties within the Admissions Office, including: answering the CAS Admissions main phone line, responding to the CAS Admissions email account, and sort incoming and outgoing mailings.
- Other duties as assigned by Director of Admissions and Vice President.

**QUALIFICATIONS:**

To perform this job successfully, an individual must be able to perform each essential duty satisfactorily. The requirements listed below are representative of the knowledge, skill, and/or ability required. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.



**EDUCATION and/or EXPERIENCE:**

Bachelor's Degree required. One to three years of event planning experience –preferably in a higher education setting. Ability to use technology, including scheduling systems and customer relationship management (CRM) software preferred. Experience working with diverse populations preferred. Ability to work flexible hours, including nights and weekends, required. Willingness and ability to travel required.

Other Requirements:

- Knowledge of college admissions including freshmen, transfer and international student audiences;
- Ability to manage multi-phase projects from inception to completion;
- Ability to build consensus and vision-casting among team members and manage multiple concurrent priorities;
- Ability to work independently, as well as complete projects by enlisting the cooperation of others;
- Ability to manage precise details from beginning to end;
- Ability to effectively communicate orally to small and large audiences, as well as through written communications;
- Strong interpersonal skills;
- Strong organizational skills;
- Strong problem solving skills;
- Strong attention to detail;
- Strong commitment to customer service.

**COMPUTER SKILLS:**

Basic computer knowledge in Microsoft Office Suite, Internet browsing, and social media interface is required. Jenzabar and/or Salesforce experience preferred. Adobe InDesign & Photoshop experience is desirable.

**PHYSICAL DEMANDS:**

The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

While performing the duties of this job, the employee is regularly required to talk or hear. The employee frequently is required to stand; walk; sit; use hands to finger, handle, or feel; and reach with hands and arms. The employee must regularly lift and /or move up to 50 pounds. Specific vision abilities required by this job include close vision, distance vision, color vision, and ability to adjust focus. The employee must possess the ability to travel utilizing an automobile for short and long distances, airplane, and/or train.

**WORK ENVIRONMENT:**

The work environment characteristics described here are representative of those an employee encounters while performing the essential functions of this job. Mid-America Christian University provides equal employment opportunities to all employees and applicants for employment without regard to race, color, gender, age, national origin, ancestry, and disability. In addition to federal law requirements, Mid-America Christian University complies with applicable state and local laws governing nondiscrimination in employment in every location in which the university operates. This policy applies to all terms and conditions of employment. Among the procedures which may be used to select personnel to fill vacant positions are review of work experience, reference checks, and interviews.

Prepared By: Mike Wilkinson

Prepared Date: 1/20/2017

Approved By:

Approved Date: