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Position#:(PSA)...07314  
Developed by:.....CB  
Reviewed by:.....SG  
Approved by:.....LK  
Date:.....01/07; 02/11

UNIVERSITY OF RHODE ISLAND  
Position Description

**TITLE:** Coordinator, Admission Marketing & Advertising  
**DIVISION:** Academic Affairs  
**REPORTS TO:** Dean of Admission  
**GRADE:** 12  
**SUPERVISES:** Junior professional and clerical staff

**BASIC FUNCTION:**

Under the direction of the Dean of Admission, is responsible for the Admission Office's marketing efforts, including Website design, site mapping, content management and interactivity, and for various outreach activities. Carry out a number of other admission activities, including admission decision-making and recruitment/outreach.

**ESSENTIAL DUTIES AND RESPONSIBILITIES:**

Develop and write content for the Admission Office Website, for targeted emails to prospective students and their parents, and for brochures.

Coordinate phone calling campaigns to admitted students.

Assist with the review of undergraduate admission applications. Evaluate candidate credentials and make admission decisions regarding candidate acceptance to the University; serve as liaison to appropriate campus departments for evaluation input and maintain related correspondence.

Assist with recruiting events, both on-campus and off.

Develop and coordinate special admission programming, as assigned by the Dean.

Manage the Admission Web site and all electronic communications.

Coordinate all print advertising for the Admission Office.

Serve as liaison to the University's Publications Office. Work with the designers and writers in that office on all printed admission literature.

**OTHER DUTIES AND RESPONSIBILITIES:**

As needed, counsel individual candidates and parents concerning admission procedures and guidelines.

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Assist in developing workshops and other training activities to support the Admission Office's programming needs.

Perform additional duties as required.

**LICENSES, TOOLS AND EQUIPMENT:**

Personal computers, printers; word processing and database software.

**ENVIRONMENTAL CONDITIONS:**

The incumbent is not substantially exposed to adverse environmental conditions.

**QUALIFICATIONS:**

Bachelor's degree required; master's degree preferred. The following are required: three to five years of marketing experience, including the development of targeted print and electronic messages to a variety of audiences, with a proven track record of positive results; strong writing skills; Web development experience, including design, site mapping, content management, and interactivity; strong interpersonal and organizational skills; supervisory experience; some professional college admission experience; experience working in a culturally-diverse environment. Must be able to travel off-site as necessary.

**ALL REQUIREMENTS ARE SUBJECT TO POSSIBLE MODIFICATION TO REASONABLY ACCOMMODATE INDIVIDUALS WITH DISABILITIES.**