

COMMUNICATIONS AND MARKETING SPECIALIST

ADMISSIONS

Description: The Communications and Marketing Specialist is responsible for developing, writing and implementing a marketing communication flow to recruit students in all stages of the process in the Admissions CRM system, Slate. Process and coordinates the orderly and timely processing of all outgoing admissions correspondence primarily print, emails and texting. Works as a CRM Slate Analyst. Manages the filing system and office inventory. Supervises student workers for Admissions.

Minimum Requirements: A bachelors degree or higher or equivalent experience. Must have strong written and verbal communication skills and excellent organization skills. Must have strong skills in providing excellent customer service and demonstrate strong ethics. A valid driver's license and safe driving history are required.

Knowledge, Skills and Abilities: Must communicate effectively, presenting accurate information both orally and in writing. Knowledge of office management policies, practices, and procedures. Previous experience with a CRM system is preferred. Ability to exercise judgment and use discretion in interpreting and applying departmental policies and procedures.

Hire Range: \$35,000- \$ 39,000 annually

University Hours: 8:00am – 5:00pm, Monday – Friday

Position Work Hours: 37.5 hours per week.

To include some nights and weekends

Class Code: CB65 – **State Title:** Student Svs Pgrm Crd I

Position #: – Band: 04

Search openings at careers.sc.gov

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Fringe Benefits**

Applications must be submitted online at www.careers.sc.gov. Receipt of individual applications not acknowledged. See position status at www.lander.edu/hr. Lander University is a tobacco-free campus. All final candidates are subject to successfully completing background requirements.



Lander University is committed to equal opportunity employment and being an employer of choice. Lander believes that corresponding differences within the faculty and staff, whether based on ethnicity, race, gender, religion, age, or other experiences, are tremendous assets to the role of Lander as an educational institution and within the community, region, and state. Moreover, Lander is an Affirmative Action/Equal Opportunity Employer. As a result, it is the policy and commitment of Lander that it will not discriminate based on race, color, religion, sex, national origin, age, disability or other protected characteristics.