

## **ADMISSIONS MARKETING MANAGER**

**Department of Admissions**

**Division of Student Affairs and Student Success**

**JOB DESCRIPTION:** Henderson State University invites applications for the position of **Admissions Marketing Manager**. The Department of Admissions seeks an individual who will support marketing, graphic design and communications goals and strategies for the Office of Admissions. The ideal candidate will be responsible for project management and coordination for a variety of print and digital marketing and communications deliverables as it relates to the admissions process and events through the Student Affairs and Student Success division. Content development across print and digital channels; the design of marketing pieces targeted at specific prospective student, current-student, or influencer audiences; and implementation of content marketing and social media strategies and tactics. The person in this position will contribute new ideas about ways to communicate and impact prospective and current students. The successful candidate should be very organized, extremely detail-oriented, and able to handle multiple tasks at the same time, meet deadlines, and follow through on tasks to successful and timely completion. This individual will manage the daily operations and editorial calendar for Admissions social media platforms and also produce video, photo and written content in support of marketing and communication objectives and monitor social media metrics, provide regular reports and advise on actions to maximize campaign results and return on investment. Additionally, the marketing manager will assist with communications as determined by the Director of Admissions.

**QUALIFICATIONS:** Henderson State University is an Equal Opportunity Employer/Affirmative Action Employer with a significant commitment to the achievement of excellence and diversity among its faculty, staff and students. In pursuit of this commitment, the successful candidate must have excellent grammar, writing, and proofreading skills; must possess an understanding of marketing and the admissions process; and must demonstrate creativity, critical thinking, strategic thinking and problem-solving skills; along with a personal commitment to excellence and efficiency and a passion to serve future and current students of all ages in achievement of their educational goals while demonstrating above average customer service. The ability to work effectively with a team, as well as independently, and to be proactive in seeking solutions to challenges and opportunities. Must demonstrate the highest level of attention to detail and the ability to handle multiple tasks simultaneously. Proficiency with social media, video production, digital marketing and Adobe Creative Suite is required. At minimum, the candidate must hold an earned baccalaureate degree in English, journalism, communications, marketing or other related discipline preferred; demonstrated comfort level with learning new technologies. The successful candidate will work closely with the staff in the Office of Marketing and Communications.

**SALARY:**           \$35,000

**THE UNIVERSITY:** Henderson is located in Arkadelphia, a charming, family-centered community of 11,000 residents situated one hour south of Little Rock. Nestled in the foothills of the Ouachita Mountains, the community is home to two universities, a strong public school system, a thriving medical community, two recreational rivers, the iconic Lake DeGray, and is approximately 30 miles from historic Hot Springs National Park, one of the great American treasures.

**APPLICATION:** Must include a cover letter; resume'; portfolio of writing and design samples; unofficial transcript(s); and the names, addresses, and telephone numbers of three current references.

Send all required application materials electronically, in PDF format, to:

Kelci Martinez, Interim Associate Director of Admissions  
All files must be submitted via email to [garzak@hsu.edu](mailto:garzak@hsu.edu).

Review of applications will begin **immediately** and continue until the position is filled. The final applicant for this position will be required to submit to a background screening including a criminal background check pursuant to university policy. The final candidate must also provide official transcripts to Human Resources. Under the provisions of Arkansas' Freedom of Information Act, applications are subject to public inspection upon written request. Position posting is open until filled.