

Communications Specialist Kean University

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Posted Sep. 26, 2024, set to expire Mar. 27, 2025

Job Title	Communications Specialist
Department	Office of Enrollment Services
Institution	Kean University Union, New Jersey
Date Posted	Sep. 26, 2024
Application Deadline	Open until filled
Position Start Date	Available immediately
Job Categories	Professional Staff
Academic Field(s)	Communications/Public Relations Graphic Design/Marketing
Job Website	https://kean.wd1.myworkdayjobs.com/en-US/Kean/details/Communications-Specialist--Office-of-Enrollment-Services_R2937-1
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Job Description	



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Under the supervision of the Managing Assistant Director and with work also assigned by the Director of Enrollment Marketing or their designee, the Communications Specialist (Professional Services Specialist 3) coordinates enrollment marketing communications and related initiatives for Kean University's Transfer, Graduate and Online admissions recruitment. Using multiple marketing channels, responsibilities include, but are not limited to: developing and implementing effective communication plans for prospective students at each stage of the admission lifecycle; leading campaigns and writing content for event campaigns and web content for the Transfer, Graduate and Online admissions webpages; and performing related work as required. *This position requires travel and a flexible schedule including evening and weekend hours.*

Qualifications: Graduation from an accredited college with a Bachelor's degree and two years of professional experience in a marketing-related environment, preferably in an institution of higher education or related field is required. A Master's degree in a related field may be substituted for one year of the required experience. Experience with Slate, Salesforce Marketing Cloud (formerly ExactTarget), Microsoft 365 Suite, Zoom and some cloud-based project management software is preferred. Candidate must have excellent written and oral communication skills and demonstrated experience writing and developing creative and compelling marketing content.

Candidacy review begins immediately and continues until appointment is made. **Please submit your cover letter, resume/CV and contact information for three professional references.** Official transcripts are required prior to the starting date of employment.

EEO/AA Policy

Kean University is an Equal Opportunity/Affirmative Action/Veterans/Disability Employer

Contact Information

Please reference Academickeys in your cover letter when applying for or inquiring about this job announcement.

Contact



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