

WESTMONT COLLEGE

Admissions and EMC Events Coordinator **Enrollment, Marketing and Communications**

Position summary: Coordinates admissions events for prospective and new students and their families, and selected influencers and flexibly supports Westmont's broad strategic events that promote the mission and brand of the college, both internally and externally.

Qualifications:

Requirements include: BA; a minimum of three years of experience in college admissions or planning and managing events; personal affirmation of the Christian mission of Westmont College and the Community Life Statement and adherence to its behavioral expectations; and demonstrated success at executing events. Other requirements include: proficiency in MS Office Suite, familiarity with Salesforce and EnrollmentRx or other CRM preferred; excellent oral, verbal communication and public speaking skills; ability to lead and motivate others; demonstrated attentiveness to details, timelines and priorities. Also requires: the ability to multitask; to take initiative, work independently and collaboratively with a diverse team; ability to work under pressure in a deadline-driven environment while maintaining a professional and positive demeanor; proven skills recognizing, anticipating and meeting needs and the ability to troubleshoot and avert problems that may hinder flawless execution of events. Occasional work outside the normal schedule is required to accommodate and support the office including early morning meetings, evening engagements, and occasional weekend obligations. May be required to lift up to 30 lbs.

Responsibilities:

- Plans all events details ensure Westmont is well represented, overseeing all details related to guest and customer service, catering, registration materials and marketing materials.
- Provides excellent service to prospective students and increases the inquiry-to-enrolled conversion rates that match with EMC enrollment goals
- Offers creative marketing strategies and events industry trends and ideas to create one-of-a-kind experiences reflective of Westmont's brand.
- Writes copy for event promotion materials, including but not limited to advertisements, invitations, employee emails, and event websites.
- Creates experiential marketing opportunities for prospective students and their families extending the brand of Westmont to create long-lasting positive impressions and experiences.
- Works directly with identified support services and/or approved vendors to create and produce services needed for events promotion or follow-up.
- Serves as point of contact for all approved vendors needed to support excellent experiences for guest relations including overnight accommodations, catering, travel arrangements, communications, and other identified needs.
- Works with EMC's marketing and creative production staff to develop excellent and well branded materials for events including but not limited to: campus banners, seasonal décor and specialty invitations.
- As needed, serves as liaison for EMC to ensure quality planning and maximum exposure, jointly planned with other offices such as facility services, conference services, catering, Campus Safety, and others who support the overall quality of the event.
- Processes billing and invoicing and ensures expenses are within budget parameters.
- Designs, coordinates, and executes specialized events as needed for EMC. This may include having a role with commencement planning, staff forums, end-of-year celebrations, Lead Where You Stand, etc. as requested by the VP.

- Assists with some special marketing events requested by the President that may present an opportunity to showcase Westmont and become the responsibility of EMC.
- Acts as EMC liaison on events across campus which showcase Westmont's brand and require EMC oversight as directed.
- Supports special projects related to the Admissions Office and the onboarding of prospective and/or new students which may include events related activities, and recruitment and travel.
- Creates surveys and events evaluation tools so that reviews from those in attendance and involved in the event can provide feedback for improvement and analysis; assesses the behavioral and attitudinal trends in prospective students and families for response.
- Expectations for workplace demeanor include but are not limited to: working collaboratively and harmoniously with co-workers, customers and others by sharing ideas and resources willingly, constructively and positively; listening to and objectively and respectfully considering the ideas and perspectives of others; readily admitting and correcting personal mistakes; meeting commitments; keeping your supervisor and others who may be affected informed about work progress; addressing problems willingly and constructively to discover practical and lasting solutions acceptable to all parties; working promptly toward reconciliation and forgiveness during conflict; respecting the diversity of our community in words and deeds. Westmont expects employees to avail themselves wherever necessary, demonstrating flexibility and openness to new requests and responsibilities in order to foster an environment of collaboration.
- Other duties as assigned.

Reports to: Vice President of EMC
Wage Range: \$17.15 - \$25.69/hour

6.18