



WESTMONT

Marketing Cloud Administrator and Communication Analyst (Full-Time)

Technology Services

Position Summary: Supports and enhances Marketing Cloud, the college-wide email platform, with special attention to Enrollment, Marketing, and Communications. Supports all campus departments with branding and email platform adoption, making sure data lists are synced with Salesforce database and available for use at any time. Responsible for college wide data analysis with special focus on Enrollment and Marketing data. Drives innovation in the areas of integrated, multi-channel communication flows. Manages a summer program team of interns to increase lead conversion and test analytics-informed communication strategies. Serves as admissions representative when needed.

Qualifications: Requirements include the following: BA/BS with focus on Math, Analytics, Computer Science or related field and 2 years of related admissions or marketing experience with analytics. Marketing Cloud professional certifications strongly preferred. Personal affirmation of the Christian mission of Westmont College and the Community Life Statement and adherence to its behavioral expectations. Other requirements include: basic knowledge of HTML, advanced knowledge of Excel and data analysis tools, familiarity with Salesforce and Marketing Cloud, and ability to generate standard and custom reports including in-depth analysis summarizing data for review by leadership team and other stakeholders. Also requires: technical expertise regarding data models, data mining and segmentation techniques, strong knowledge of and experience with reporting packages. strong analytical skills with the ability to collect, organize, analyze, and disseminate significant amounts of information with attention to detail and accuracy. Must be adept at queries, report writing and presenting findings.

Responsibilities:

Marketing Cloud Administrator

- Serves as primary administrator of college wide email marketing platform, Marketing Cloud.
- Provisions licenses to appropriate employees and departments on campus
- Supports department administrators by training staff and then reviewing email branding and content before email distribution.
- Ensure a consistent sync between Salesforce and Marketing Cloud, so marketing lists are always up to date.
- Understand, enforce, and enhance Communication Preference rules engine in Salesforce to give constituents better control over the way the college communicates with them.

- Understand and enforce Publication Lists and Preference Center within Marketing Cloud. Ensure a nuanced ability for constituents to opt out of some college communications while not opting out of all.
- Report and Analyze how many subscribers the college serves at any given time, with attention to enhance the number of alumni, prospects, and donors we are able to communicate with by email and other methods.
- As possible, move the college toward a multi-channel communication strategy, utilizing text, video, phone, and physical mailings when appropriate.

Marketing Analytics

- Provide comprehensive market research identifying the profiles of target audiences
- Collect, prepare, analyze, and report data related to student enrollment, beginning with recruitment strategies
- Review school rankings, and demographic/general industry trends in our competitive set
- Receive, collect, and analyze information from various data streams for marketing, including web, social media, email, print, digital, and online advertising, SEO, SEM, Geomaps, Google Analytics, iCloud
- Review current survey data already available, interpret findings, provide strategic recommendations based on findings
- Develop custom research questionnaires, interpret findings, and make strategic recommendations based on findings
- Oversee creation, organization, implementation, and analysis of focus groups; focus group market research when needed
- Prepare and present actionable insights discovered through data mining process to college departments, especially EMC, in order to increase productivity and effectiveness
- Manage qualitative and quantitative marketing research projects
- Construct a model measuring the effectiveness of marketing strategies and tactics
- Create written reports and executive summaries that make data useful for decision-making purposes across the college

Admissions and Enrollment Data

- Utilize Salesforce to provide key information related to admissions communications, including capturing leading indicators summarizing inquiry to enrollee
- Create the Admissions dashboard noting annual goals, monthly progress performance
- Develop systems to track, monitor and respond to inquiry-to-matriculation data for strategic recruitment.
- Monitor data carefully each week. Prepare monthly reports for review and response.
- Create an automated tracking system to monitor enrollment trends and year-over-year comparisons at any given point in the academic year.

- *Serve as lead researcher for Admissions data, utilizing reports by CCC, CCCU, WASC, CASE, NACCAP, NAICU, IPEDS, Nielsen, to forecast demographic trends and create growth targets
- Develop a map of the student's journey: predictive models that use historical data, regression analysis, and student lifetime value analysis

Communications Funnel

- Assist in planning and releasing segmented communications channels and flow for the admissions funnel process (some occur daily, weekly, monthly and as needed)
- Identify where coordinated messages can be most effective with segmented audience groups
- Create a journey map of the student's experience through the admissions process and align with communications strategies and collateral
- Prepare profiles of key targets that provide broad overview listing attributes of a prospective Westmont students

Secondary Functions

- Train and supervise student interns who are hired for marketing cloud work and telecounseling, especially during the summer as a part of the Center for Applied Technology
- Prepare weekly reports for admissions counselors meetings, reviewing data related to activities that reflect visits, applications numbers, confirmations and other as needed
- Attend and participate in EMC meetings providing the data reports that reflect all EMC activities related to marketing, advertising, social media, PR, admissions
- Articulate and document workflow and work processes with director of admissions and vice president
- Stay current on industry trends in data analytics and marketing
- Interface with the Information Technology team
- Interface with the Office of Finance and Financial Aid for institutional budget data reporting and Projections
- Assist with the preparation for the Board of Trustees, President's Executive Team, Staff Forums, Faculty meetings (when requested) and present information
- Other duties as necessary as related to admissions and marketing activities (admissions events, recruitment if/when interested and available, etc.)

Workplace behavioral expectations include but are not limited to: working collaboratively and harmoniously with co-workers, brand partners at the college 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; demonstrating flexibility and openness to new requests and

responsibilities in order to foster an environment of collaboration; 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. Other duties as assigned.

Reports to: Director of CRM and Data Services

*Professional Organizations for Higher Education

CCC Consortium of Christian Colleges

NACCAP National Association for Christian College Admissions Personnel NAICU National Association of Independent Colleges and Universities CCCU Council of Christian Colleges and Universities

WASC Western Accreditation of Schools and Colleges

CASE Council of Advancement in Support of Education

AMA American Marketing Association