



University Information

Org/College: [Office of the Provost](#)

Department: [Office of Admissions](#)

UI Job Code: PMP5

Pay Level: [5A](#)

Job Function: Marketing, Comm & Outreach

Job Family: [Communication/Constituent Relations](#)

University Classification: Communications Manager

Department Information

Org/Dept/Sub-dept #: 02-4620-00000

Position #: 00148803

Working Title (if applicable): Assistant Director, Admissions Communications & Marketing

This Position Reports to (Title/Position #): Director, Communications & Marketing, Admissions / #00177563

Position Has Administrative Supervision? ☐ No ☒ Yes

Position Information

Position Overview: The Assistant Director of Communications & Marketing for Admissions is a key member of the marketing and communications team within the Office of Admissions and Enrollment Management at the University of Iowa, and will help to create, manage, and implement a robust, flexible, communications and marketing plan geared primarily at prospective and admitted students. Strong written and verbal communications skills, attention to detail as well as experience at editing and proofreading content are required. The person in this role will be a collaborator and a team player, supervise full-time staff, and work closely with the Enrollment Management leadership team.

Salary: \$56,000 - \$62,000

Campus Location: University Capitol Centre (UCC)

Work Modality: Onsite

Percent Time: 100%

What You Do: (Key Areas of Responsibility)

Message Development and Implementation (PMP5): *Develop and manage implementation of complex, long-term communication plans and coordinate work of other communicators. Advocate for consistent message strategy. Ensure that content development meets multi-channel needs. Provide final approval on editorial questions. Recommend and manage assessment tools for specific areas; monitor and report assessment results*

- Create content for email, print, web, and digital marketing materials to prospective and admitted students.
- Manage and execute email communications, strategy, and scheduling within our custom CRM and bulk email tool.
- Maintain and update all prospective and admitted student materials for the Office of Admissions.

<p>Public Relations (PMP5): <i>Identify stakeholders and target audiences. Create media relations plan. Coordinate press events. Assist with corporate partner network and facilitate relationships. Oversee major, high-profile projects and events.</i></p>	<ul style="list-style-type: none"> • Serve as liaison with the University's Strategic Communications Office to help create admission recruitment publications. • Seek input from key stakeholders regarding ease of navigation and clarity of messages on department websites, print, and electronic communications.
<p>Information Management (PMP5): <i>Evaluate programs and interpret results. Make recommendations to senior level administrators.</i></p>	<ul style="list-style-type: none"> • Using the department's CRM, send targeted email messages to designed populations within the prospect, inquiry, and admitted student pools. • Maintain the communication cycle calendar for general marketing, event invites, and admissions procedural communications. • Oversee data entry of prospect/applicant contact information to maintain data accuracy and integrity. • Generate reports as requested by the Director related to effectiveness of various communication and marketing initiatives. • Using a CRM and mass email tool, develop and implement multi-channel communication strategies aimed at prospective students, inquiries, and applicants. • Track and maintain communications and student data to within the CRM system including permissions, campaigns, landing pages, events, queries, data extracts, and reports; Build and maintains engagement experiences using the CRM system in support of academic, departmental, and University initiatives.
<p>Strategic Planning (PMP5): <i>Develop, establish and coordinate communication strategies, plans and solutions for unit, department or college/org. Provide recommendations for strategic communications opportunities and relationship development.</i></p>	<ul style="list-style-type: none"> • Assist the Director of Communications & Marketing with marketing communication directed to prospects, inquiries, applicants, and admitted students. Assist in developing and maintaining a comprehensive communication plan for these audiences. • Help in the creation of communication and marketing plans (print and electronic) that provide the correct messaging/timing to prospective and admitted students.
<p>Leadership/Supervision (PMP5): <i>Supervise staff and student workers. Ensure compliance with all UI policies and procedures. Contribute to staff planning and management recommendations. Provide direction and guidance for unit messaging. Assess effectiveness of unit efforts and provide recommendations.</i></p>	<ul style="list-style-type: none"> • Supervises professional staff and student staff in the unit, including providing direction and delegation of work, performance reviews and professional development coaching.
<p>Universal Competencies</p>	
<p>Collaboration/Positive Impact: <i>Ability to work with a variety of individuals and groups in a constructive and civil manner and utilize existing resources and learning to achieve or exceed desired outcomes of current and future organizational goals/needs.</i></p>	<p>Proficiency Level: EXTENSIVE</p> <ul style="list-style-type: none"> • Ensures time, resources, energy, learning opportunities, and actions are focused on priorities important to the changing workplace. • Identifies and resolves disagreements/conflicts in early stages. • Promotes a safe, fair, respectful environment in which concerns can be addressed effectively. • Recommends changes to work practices and policies to achieve desired outcomes.

Service Excellence/Customer Focus: <i>Ability to meet or exceed customer service needs and expectations and provide excellent service in a direct or indirect manner. Ability to effectively transmit and interpret information through appropriate communication with internal and external customers.</i>	Proficiency Level: EXTENSIVE <ul style="list-style-type: none"> • Participates in developing a variety of effective ways to deal with service challenges. • Models service delivery and coaches' others to deliver excellent service in a variety of settings. • Communicates well with direct reports, peers, leadership and external constituents. • Utilizes various methods for information sharing and information gathering. Modifies processes to enhance service.
Welcoming and Respectful Environment: <i>Ability to foster a welcoming and respectful workplace environment while recognizing personal differences. Ability to work with a variety of individuals and groups in a constructive and respectful manner while appreciating the importance of a workforce that benefits from the talents of all people across multiple characteristics, including: race, creed, color, religion, national origin, age, sex, pregnancy (including childbirth and related conditions), disability, genetic information, status as a U.S. veteran, service in the U.S. military, sexual orientation, gender identity, or associational preferences.</i>	Proficiency Level: EXTENSIVE <ul style="list-style-type: none"> • Promotes a workplace environment where people of all backgrounds and perspectives feel welcomed and appreciated, where every individual is empowered to make a positive impact, and in which workplace concerns are addressed effectively. • Identifies unit policies and practices that could have a disparate impact based on protected classifications as defined by federal and/or state law. • Recommends policies and practices to advance a welcoming and respectful workplace environment as described above. • Forms respectful relationships with individuals and organizations representing various constituencies and seeks regular input to better understand potential issues and to enhance recruitment and retention efforts. • Supports implementation of unit strategic plans related to a welcoming and respectful workplace environment. • Engages in on-going self-reflection and continues to advance one's own knowledge and skills related to fostering a welcoming and respectful workplace environment. • Recognizes and addresses disrespectful or non-welcoming behavior in one's unit/department.
Staff members are expected to meet reasonable standards of work quality and quantity, as well as expectations for attendance established by their supervisor. Staff members are also expected to comply with policies governing employee responsibilities and conduct, including those contained in the University Operations Manual	
How You Do Your Job: (learn about competencies and proficiency levels here)	
Creativity <i>Knowledge of the approaches, tools, and techniques for promoting creative, original thinking and ability to apply it to a variety of business situations.</i>	Proficiency Level: EXTENSIVE <ul style="list-style-type: none"> • Challenges accepted ways of operating. • Maintains balance between innovation and pragmatism. • Monitors innovations in field and explores usefulness in own function. • Encourages, solicits, and rewards imaginative ideas. • Supports experimentation and accepts occasional setbacks or failures. • Finds new ways to approach problems.
Organizational Communications: <i>Knowledge of and ability to utilize the means, tools, techniques and media to communicate information about the organization internally and externally.</i>	Proficiency Level: EXPERT/LEADER <ul style="list-style-type: none"> • Advises others on a wide spectrum of communications programs. • Leads in the design and development of multimedia communications campaigns. • Ensures proper dissemination of information to the public and to shareholders. • Develops organizational communication strategies and policies. • Consults with executives and line managers concerning communications issues.

	<ul style="list-style-type: none"> Champions the use of innovative communications vehicles and practices.
Planning: Tactical, Strategic: <i>Ability to contribute to operational (short term), tactical (1-2 years) and strategic (3-5 years) planning in support of the overall business plan.</i>	Proficiency Level: EXTENSIVE <ul style="list-style-type: none"> Develops, refines, and communicates tactical plans for own responsibilities. Plans for allocation of resources in line with unit goals, technical and business objectives. Provides the right level of detail as input for strategic plan development. Demonstrates the value and necessity of linking tactical plans to overall strategic plan. Ensures the planning process is integrated with the overall business plan. Ensures attention to the detail and dependencies of existing departmental-level plans.
Public Relations: <i>Knowledge of organizational practices and considerations for communicating in the public arena, from the community to global public relations (PR); the ability to communicate to various forms of media outlets effectively and establish favorable public relations.</i>	Proficiency Level: EXTENSIVE <ul style="list-style-type: none"> Supervises others for a variety of public relations communications and events. Advises on how to differentiate between public versus confidential information. Evaluates team for PR ethics (deadlines, cooperation, responsiveness, truth and perception) and ensures they follow guidelines. Seeks out and facilitates organizational opportunities aimed at improving community relations. Monitors regional or national level public relations activities. Analyzes the pros and cons of alternative forums for developing an organizational image.
Relationship Management: <i>Ability to establish and build healthy working relationships and partnerships with colleagues within and external to own unit, those to whom services are provided, vendors, the public, regulatory/governmental agencies, etc., all of whom may be seen as "customers" or receivers of services provided by the University.</i>	Proficiency Level: EXPERT/LEADER <ul style="list-style-type: none"> Oversees "customer" reviews to clarify expectations and discuss actual service delivery. Coaches' others in the value, issues, and methods of collaborative partnerships. Helps team, colleagues and others discern trends and their implications for service delivery, strategic direction, operational improvement, etc. Maintains status information on major developments in "customer" environment. Collaborates with clients in the pursuit of common work objectives. Fosters a climate conducive to establishing positive working relationships with outsiders.
Strategic Thinking: <i>Applies organizational acumen to identify and maintain focus on key success factors for the organization.</i>	Proficiency Level: WORKING <ul style="list-style-type: none"> Implements the group's go-to-market strategy. Makes sound recommendations when faced with complex and contradictory alternatives. Surfaces potential strategic alliances and partnerships. Explains elements of the strategy to others and encourages questions. Monitors marketplace trends, opportunities, and vulnerabilities.
Team Management and Team Building: <i>Ability to form and manage effective teams.</i>	Proficiency Level: EXTENSIVE <ul style="list-style-type: none"> Leads the definition of team mission and objectives for a variety of teams. Employs appropriate techniques for maintaining team enthusiasm, energy, and focus. Communicates both within the team and to stakeholders. Ensures that team members are on board, unified, and moving in the same direction. Learns and utilizes special talents and work styles of team members.

	<ul style="list-style-type: none"> Brings projects to closure and ensures capture of what can be learned from the experience.
Written Communications: <i>Knowledge of written communications issues and ability to produce a variety of business documents that demonstrate command of language, clarity of thought, and orderliness of presentation.</i>	Proficiency Level: EXTENSIVE <ul style="list-style-type: none"> Produces written materials in business- and industry-specific technical language. Ensures that written message is understood as intended. Adapts writing – language, form, style, tone – to different audiences. Uses various techniques for information dissemination and information gathering. Advises others on incorporating tables, charts, and diagrams into documents. Reviews the written materials of others and provides feedback and coaching.
Web Publishing Tools: <i>Knowledge of tools and techniques for developing web-based dissemination of information.</i>	Proficiency Level: EXTENSIVE <ul style="list-style-type: none"> Works with a variety of web page development tools and processes. Works with hypertext, graphics, animation and interactive pages. Discusses risk, exposure and security issues; uses filtering software. Describes strengths and weaknesses of alternative development tools. Teaches others about linkage and integration of various toolkit components. Regularly trains others in web design and development.
Position Qualifications: <i>(for recruiting purposes only, fill when replacing position)</i>	
Education (or equivalency) Required	Bachelor's degree in marketing, communications, journalism or a related field or an equivalent combination of education and experience is required.
Experience Required	Considerable experience (typically 3-5 years) working in communications, marketing, or related field.
Competencies Required	Demonstrates an Extensive proficiency level in: <ul style="list-style-type: none"> Written/oral communications skills. Working with and leading creative teams. Working with customer (or student) relationship management (CRM) systems. Developing website content and using web content management systems (CMS). Writing copy for email and direct mail marketing campaigns. Working with data, building, and segmenting populations for marketing campaigns. Working with targeted campaigns using bulk email systems. Supervising staff, including performance evaluations and professional development.
Desirable Qualifications	<ul style="list-style-type: none"> Master's degree in marketing, communications, journalism or a related field. Experience with admissions processes or student recruitment. Basic familiarity with relational database concepts. Experience with media creation, video, graphics, design. Experience with digital advertising, tracking and analytics. Experience managing social media content within larger marketing campaigns.