



Admissions Specialist

About St. Francis College:

We are committed to diversity, equity, and inclusion and serve one of the most diverse student populations in New York City and the country. St. Francis College has a 160-year history of serving New York City's low-income, working class and immigrant families, and a mosaic of diverse individuals, offering our students opportunity—the opportunity to pursue a college education that is accessible and affordable and to use their hard-earned degree and experience to build careers and achieve economic mobility. Today, St. Francis College's student body is one of the most diverse in New York City and the nation: 28% of students identify as Hispanic, 24% Black, and 26% White. Over 60% of students are female and 47% receive federal Pell grants. Candidates who are culturally competent and have the professional skills, experience and desire to engage with a collaborative and diverse college and community, are particularly sought after for employment with the College. To learn more about St. Francis College and our commitment to diversity, equity and inclusion, please visit us at <https://www.sfc.edu/>.

Job Summary: Reporting to the College's Associate Director of Admissions (with dotted line reporting relationships to other Admissions Leadership, including the Assistant Vice President of Enrollment Management and the Manager of Enrollment Analytics), the Admissions Specialist is responsible for oversight of admissions operations with a strong focus on supporting technology and marketing efforts. Collaborates cross functionally with the Manager of Enrollment Analytics and the College's Marketing and Communications team to develop, plan, and execute outreach to segmented student populations. Interfaces with admissions technologies that include, but are not limited to, the Salesforce Customer Relationship Management system, the Colleague student information system, Campus Logic, Niche, Hobsons, and Marketing Cloud. Leverages a strong background in the areas of both marketing and technology to serve as a liaison between the Office of Admissions and the Office of Marketing and Communications.

Duties and Responsibilities:

- Generate student acceptance letters and personalized acceptance videos through the Campus Logic Platform.
- Extract student data from Colleague to prepare and send acceptance packages.
- Responsible for importing leads and inquiries from platforms such as; Niche, Hobsons, My Future Mascot, etc.
- Liaise with the Marketing and Communications team to organize and plan marketing campaigns to segmented student populations.
- Review and maintain the strategies and tactics related to the communication flow and contact strategy.
- Collaborate with the Manager of Enrollment Analytics to send communications to prospective students through Marketing Cloud.
- Maintain prospective student appointment records through Calendly.
- Maintain student records, complete credit evaluations, send information packets, create weekly tracking reports, schedule appointments and answer incoming phone calls.

- Process enrollment documentation, including, but not limited to, High School Transcripts, College Transcripts, and Test Scores. Scan and entering information into the College's Docuware and Colleague systems.
- Assist in the annual development of the College's strategic enrollment management plan.
- Work closely with internal and external College stakeholders to enhance their involvement in the College's recruitment process.
- Serve on institutional ad-hoc committees on behalf of the College's enrollment management area, including, but not limited to, those relating to information technology, student success, student services, and other committees.
- Participate in and promote a culture of continuing quality improvement.
- Perform all other duties as assigned.

Qualifications:

- Bachelors' degree.
- No less than three (3) years of successful work experience in a marketing/admissions environment.
- Valid United States Passport for international travel.
- Familiarity with Salesforce and Marketing Cloud.
- A strong working knowledge of Microsoft Office, especially Microsoft Outlook, Excel, and Word
- Ability to define problems, trouble-shoot, collect data, and draw valid conclusions.
- Ability to interpret an extensive variety of technical instructions.
- Experience serving the needs of diverse student populations.
- Ability to build relationships and network with other College personnel, parents, students, third-party recruiting agents, faculty, alumni and other affiliates.
- Willingness to work evenings and weekends as necessary.
- Proven leadership, organizational, communications, and interpersonal skills.
- Knowledge of higher education, academic programs, and international admissions practices.
- Creative and energetic with a commitment to working individually or in a team environment.
- Ability to participate in a fast paced, creative, change-oriented and success-driven environment.
- Excellent time management skills.
- Ability to manage several projects simultaneously while meeting aggressive deadlines.
- Working knowledge of personal computer applications (Microsoft Office, email).
- Ability to relate to many different constituent groups on campus is required.
- An appreciation and understanding of working in an inclusive, engaging and diverse college environment.
- Culturally sensitive, caring and friendly with a deep understanding and appreciation of a multi-cultural college community and the Franciscan traditions of St. Francis College.

St. Francis College is committed to providing opportunities to all persons without regard to sex, race, creed, color, religion, national origin, citizenship status, age, disability, marital status, gender identity or expression, predisposing genetic characteristics, status as a victim of domestic violence, sexual orientation, status as a Vietnam-era or special disabled veteran, or any other characteristic protected by law in its education programs and activities or employment. The College is an Affirmative Action, Equal Opportunity employer and we are strongly committed to equity and to increasing the diversity of our faculty, staff, students, and the curriculum. Applications by members of all underrepresented groups are encouraged.

Interested applicants can apply by clicking [here](#).